

NOVEMBER • 1957

McGraw-Hill PUBLICATION • ONE DOLLAR

Electrical Merchandising

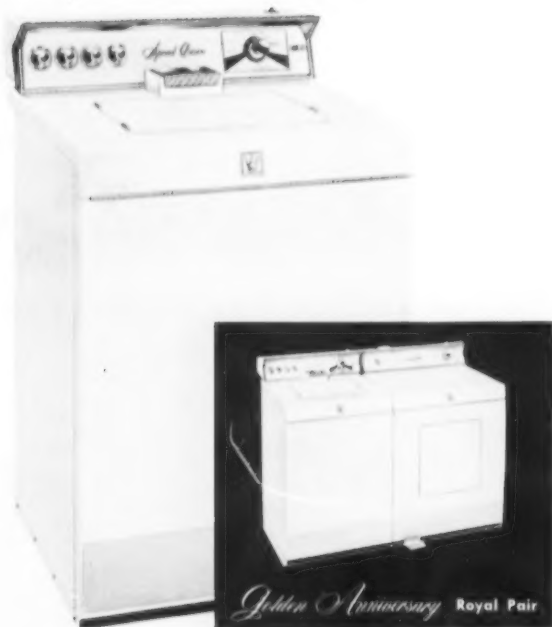




REPEAT

confirmation

of what we've been telling you!



Speed Queen Does It Again!

For the second consecutive year, the Speed Queen automatic washer has won the coveted Consumers' Survey Council Award of the California State Fair and Exposition.

The Model A22 Speed Queen is advertised as the "best-engineered, best-performing automatic washer in the business." Here again, is public confirmation of this superiority.

When you have a *superior product* . . . supported by a *properly protected franchise* . . . and have *strong discount margins* to work with . . . you have a sales setup streamlined for *making money*.

And that's Speed Queen!



SPEED QUEEN, a division of McGraw-Edison Co., Ripon, Wisconsin

Electrical Merchandising

A
McGraw-Hill
PUBLICATION

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ELECTRICAL MERCHANDISING



November, 1957

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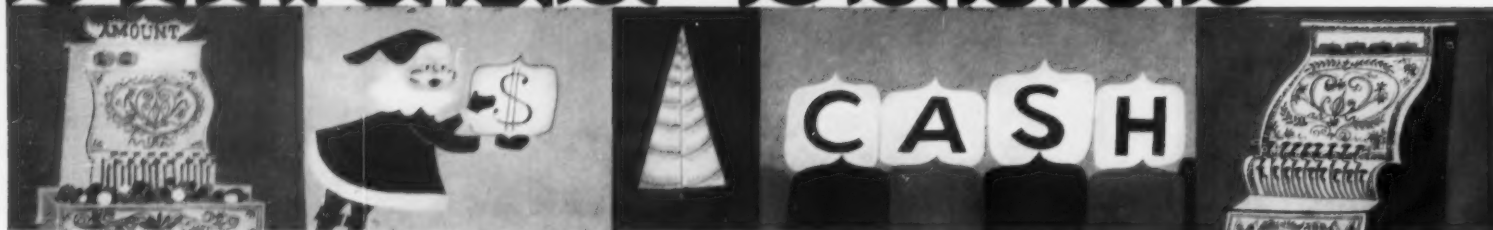
DALLAS

LOS ANGELES

PHILADELPHIA

SAN FRANCISCO

JINGLE BELLS WITH



PUT WESTINGHOUSE ELECTRIC HOUSEWARES



Grill-N-Waffle toasts, fries, grills, bakes . . . cooks everything from snacks to steaks. Top opens back to double cooking surface. Waffle grids snap in and out easily. **\$32.95**

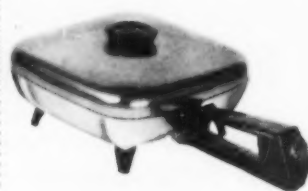


Coffee Maker makes good coffee fastest way yet! Sprays water right on coffee, gets all the flavor fast. Keeps it hot for hours. 2 to 10 cups. Deluxe **\$29.95**, Standard **\$21.95**

Full-profit
Full Line



Steam-N-Dry Iron gives more steam over a wider area from 15 specially placed steam vents. Open handle ends wrist strain. Coppertone **\$18.95**, Chrome **\$16.95**, Dry Iron **\$13.95**



Fry Pan. The square pan with the square element *sells!* No hot or cold spots, and thermostat controls heat edge to edge. Coppertone or glass cover, slightly extra. **\$22.95**



Heating Pads in 4 step-up models, all with removable covers, with thermostatically controlled high, medium or low heats for varying applications. **\$5.95**, **\$6.95**, **\$7.95** and **\$8.95**



Toaster is color-clad in porcelain! Chip-resistant, wipes clean in a jiffy. Extra lift-up raises small pieces another inch. White, Aqua, Pink, Yellow **\$21.95**, Chrome **\$19.95**

of
Gifts
with
Something
Extra!



Portable Mixer, with more power at every speed. Ejector pops beaters out for cleaning. Sits on heel or hangs on wall. White, Aqua, Pink, Yellow. **\$19.95**



Automatic Bed Covering gives just the warmth dialed, regardless of temperature changes. Insures sleep comfort all night. Sheets or Electric Blankets; Single or Dual Controls. Sheets **\$19.95**, **\$24.95**. Blankets **\$29.95** to **\$69.95**

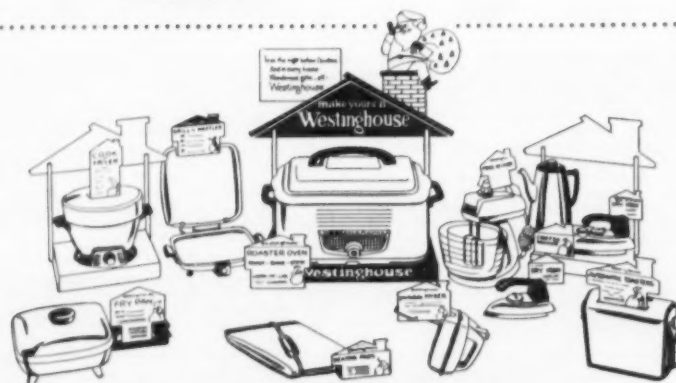


Roaster-Oven cooks everything . . . plugs in anywhere. Bastes as it roasts, cooks meats tastier and reduces shrinkage. Cooks for 5, 15 or 50. Washes in the sink. **\$44.95**



Cook-N-Fryer, the all-in-one appliance. A casserole, bun warmer, chafing dish, fryer, corn popper . . . smart server, too. Prepares soup to dessert, automatically. **\$29.95**

This 17-piece
\$5⁰⁰ Display **FREE!**
with your initial order
while they last!



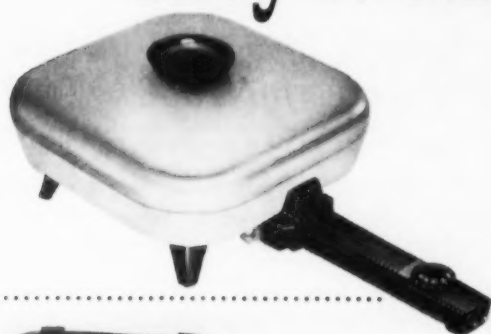
STOCK UP NOW . . . START BELLS JINGLING EARLY. CALL YOUR WESTINGHOUSE

WESTINGHOUSE



OUT FRONT FOR EXTRA CHRISTMAS BUSINESS!

They're NEW! They're bell-ringers!



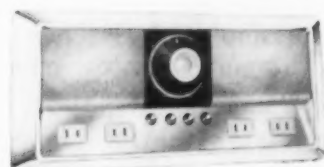
NEW Budget Automatic Fry Pan

Special Model of the "square pan with the square element" offers new gift appeal during the peak gift season. Joins the already famous Deluxe Automatic Fry Pan (opposite) to bring you extra Christmas sales on the leading housewares item.
Coming Soon! Budget Automatic Fry Pan. **\$19.95**



NEW 2 Automatic Fan Heater Models

Get extra business by selling these two completely portable room heaters with the extras that count . . . guaranteed performance, safety tip-over switch, cool double-wall construction and thermostat control. Special Model, 1650-1320 watts, **\$19.95**
Custom Model, 1650-1320 watts, **\$39.95**



NEW 2 Appliance Center Models

Designed to build into new or old homes. Fit between regular house studding. Added to Deluxe Automatic Appliance Center (not shown), gives you full line of 3-wire power centers, priced for step-up selling. Special Appliance Center. 4 outlets, Minute Minder. **\$34.50**
Custom Automatic Appliance Center. 2 Hide-away cords, 2 outlets. Electric Clock and Timer on 1 circuit, Minute Minder. **\$64.50**
Deluxe Automatic Appliance Center. 3 Hide-away Cords, 2 outlets. Electric Clock and Timer connects to any one of 3 circuits. **\$99.95**

5 solid weeks of advertising beginning November 11!

Color Pages appearing throughout 5 consistent weeks in LIFE • SATURDAY EVENING POST • SUNSET BRIDE'S • BETTER HOMES AND GARDENS • AMERICAN HOME • THIS WEEK • REA PUBLICATIONS ELECTRICITY ON THE FARM. TV demonstrations by Betty Furness on STUDIO ONE. Reaching 58,323,000 people all over America!

Order **FREE** tie-in ad mats from your Distributor!

DISTRIBUTOR TODAY!

YOU CAN BE SURE...IF IT'S Westinghouse





THE WORD IS GETTING AROUND . . .

LOOK FOR THAT **Hotpoint** DIFFERENCE

*...and you have it in your Hotpoint
Full Line Franchise for 1958!*

In 1958, Hotpoint will be reminding your prospects to "Look For That Hotpoint Difference." We would like to urge you to do the same when you enter into your 1958 appliance franchise!

Hotpoint for '58 is more than just "new"—it is the most *advanced* line of major appliances Hotpoint has ever offered! And the very real, very tangible Hotpoint *Difference* is evident throughout the line.

For the consumer, it means many things. There is truly distinctive Clean Line Styling—styling that at once blends with and enhances any type of decor. Startling improvements and refinements of Hotpoint's exclusive, leadership-building quality and performance advantages are immediately apparent. And, of course, each Hotpoint appliance for 1958 proudly displays the kind of years-ahead features for which Hotpoint has long been justly distinguished.

For you, the dealer, the Hotpoint Difference means all that—and more! It represents a more valuable, more meaningful franchise. You have the distinct advantage offered by a *full line* of top-quality free standing and built-in appliances and television receivers, backed by Hotpoint's more than 50 years of leadership. With Hotpoint, you have one dependable source of supply with ample territory afforded each dealer to allow full return on his merchandising effort.

The famous Hotpoint name works to your advantage, too. Sales are easier, more profitable when you offer *pre-sold* Hotpoint appliances. Throughout the line, customer preference has been growing steadily for over half a century—acceptance earned by Hotpoint's unequalled performance and sustained by Hotpoint's steady, aggressive advertising and promotional programs.

Your Hotpoint Distributor will introduce you to the profitable Hotpoint Appliance Line for '58 in the near future. So wait—assure yourself of bigger, better, easier sales next year.



Don't sign any major appliance franchise until you . . .

LOOK AT THAT *Hotpoint* DIFFERENCE

(your customers do!)

Electric Ranges • Refrigerators • Automatic Washers • Clothes Dryers • Customline • Dishwashers • Disposals
Water Heaters • Food Freezers • Air Conditioners • Television

HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44

QUICK-CHECK OF BUSINESS

trends

	LATEST MONTH	PRECEDING MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1947-1949=100)	154	118	155	11.7% down
RETAIL SALES total (\$ billions)	17.0	17.0	16.1	5.7% up
DEPARTMENT STORE SALES index (1947-1949=100)	128	134	129	2.4% up
CONSUMER DEBT owed to appliance-radio-TV dealers (\$ million)	360	362	365	0.3% more
FAILURES of appliance-radio-TV dealers	35	35	30	43.1% more
HOUSING STARTS (thousands)	90.0	95.0	93.9	11.1% down
AUTO OUTPUT (thousands)	274.3	524.4	190.7	10.2% up
DISPOSABLE INCOME annual rate (\$ billions)	303.0*	299.5*	288.8*	5.1% up
LIVING COSTS index (1947-1949=100)	121.0	120.8	116.8	3.5% up
CONSUMER SAVINGS annual rate (\$ billions)	19.8*	21.9*	20.3*	4.7% up
UNEMPLOYMENT (thousands)	2,552*	2,609*	•	•

(Sources, in order: FRB, Dept. of Commerce, FRB, FRB, Dun & Bradstreet, Bur. Labor Statistics, Ward's Auto Reports, Dept. of Commerce, BLS, Council Econ. Advisors, Census Bureau) *New Series - No Comparison Available

How much room for shrinkage is left in the industry's dealer structure?

Take a quick look at the circled item in the chart above and you'll see why that's a good question.

Dealer failures in September remained at 35, the same as the previous month. That brought the nine months total to 332—43% more than in the same period last year. In all of 1955 there were only 344 failures and in 1956 this fell to 327. This year we've already passed the 1956 total and it looks very much like the toll will reach 400, the first time that level has been reached since 1954.

Bear in mind these Dun & Bradstreet statistics cover only failures which involved a loss. Voluntary retirement from business or shifting to another line are not included. That's why the figures in the chart are only a partial clue to the forces at work trimming down the industry's marketing structure.

Once, in the early post-war years, there were an estimated 90,000 to 100,000 major appliance retailers. Now some experts think this figure has fallen to 60,000. (Nobody knows for sure, of course. All figures along this line are, at best, educated guesses).

Is 60,000 dealers an adequate number? Is it too large? To get an answer you have to consider what's happening in the business. On the one hand, the big are getting bigger—at the retailing as

well as the manufacturing level. Frigidaire estimates that their dealers today do 135 percent more business (in units) than they did in 1949.

But that's only part of the story. The biggest of today's dealers are taking a disproportionate share of the market. One firm finds that the 15 percent of its largest dealers do 60 percent of the firm's business and that the top 32 percent account for 80 percent of sales.

Don't jump to any conclusions yet, however. Figures like these seem to indicate that fewer big dealers could handle the industry's business. But other forces are also at work. For one thing, there is a tendency by dealers to limit to some extent the number of brands they carry. If retailers continue to concentrate on two brands instead of four or five, then other dealers must be found to handle the remaining brands. That's true even if the number of brands continue to decline. Assume, even, that only six appliance brands survive. It seems reasonable to assume that somewhere between 10 and 12,000 dealers are needed by each brand for good national coverage. Even allowing for duplication of lines, it would appear that shrinkage much below today's 60,000 level might spell a shortage of dealers.

All of this assumes, too, that each of the 60,000 are uniformly good, aggressive dealers. Obviously, that's not the case today.

(Continued on page 6)

share in the *profitable*
serving appliance trend



completely immersible
**automatic
electric griddle**
... with heat control

The big one — in serving appliances ... in profits for you. Large 200 sq. in. cooking area serves a family or a party. Balanced heat over entire cooking surface. Other sales points for you: completely immersible with heat control removed, sloping grill drains excess fats into well at back. \$27.95* retail.



**buffet-patio
server**

A brand new idea in table service that's beautiful and practical ... a real traffic "stopper." Keeps hot dishes at serving temperature over low, even heat (95 watt unit). White stoneware server with "gourmet" design is complemented by sparkling chrome base. \$6.95* retail.

**12 to 24 cup
party percolator**

The coffee maker that gives you an unlimited market — ideal for party, family gathering, luncheon, "rec" room. Fully automatic! Pour in cold water ... add coffee ... forget it! Brews delicious, flavorful coffee. Holds serving temperature. Durable aluminum, \$29.95 retail. (20-50 cup size, \$39.95; 24-72 cup, \$42.95).

See West Bend's new Automatic Griddle in November McCall's; new 24 cup automatic "perk" in November 11 LIFE.



*INCLUDES CORD AND EXCISE TAX

WEST BEND ALUMINUM CO.
Dept. 18b, West Bend, Wisconsin

trends (continued)

And that's why today's really good dealers are still very much in the driver's seat. They may not be calling all the shots but they have the power to drive a hard bargain.

It's true that Grand Union's addition of appliances (and a host of other non-food items) is a radical departure for supermarket operators.

But it's equally true that some of the country's biggest discounters have been doing essentially the same thing for some time now.

Korvette, for example, has a supermarket in its Carle Place, Long Island, store. Observers give this market a generous share of the credit for the overwhelming success of the Carle Place operation. Two guys from Harrison have several supermarkets operating now. A supermarket is also projected as part of a proposed Masters outlet on Long Island.

Grand Union maintains that their non-food operations are no longer in the testing stage. That may be so but some marketing men still have reservations about how successfully supermarkets can expand into other fields.

Late last year, for example, the editors of Grey Matter, the newsletter issued by Grey Advertising, listed ten "important" problems a supermarket would encounter in any such move. Here's a sample:

- (1) Realization that, while traffic is heavy at a supermarket, much of it consists of the same people making repeated visits, thus producing a somewhat limited "customer base."
- (2) Supers are geared to tonnage velocity—dealing in cases of food instead of single items or even dozens of items in non-food lines.
- (3) Supers are "choked" by a tight pattern of store hour peaks—sometimes doing a fifth of a week's volume in two hours on a busy night.
- (4) Personnel problems.
- (5) Problems in maintaining a wide assortment of items even though volume is concentrated on certain fast-selling items.

It will be some time before it is clear whether Grand Union—or any other supermarket operator—has solved all these problems. In the meantime, the fact that both hard goods merchants and grocery operators have decided that they can profitably invade each other's fields is proof enough that old fashioned concepts of what a certain type of store should carry are no longer valid.

That's why appliance dealers will be particularly interested in ELECTRICAL MERCHANDISING's forthcoming Special Report on Sidelines. It tells what appliance dealers are doing to diversify—and appears in next month's issue.

Fair Trade lost two more rounds last month—one in a state court in New Mexico, the other in the Supreme Court.

Quite obviously the latter has the most significance—but possibly in a way you haven't realized.

It's true that Steve Masters—or any other discounter—can now cut Fair Traded prices through a mail order operation. It's also probably true that such an operation could prove to be a considerable nuisance to a Fair Trading manufacturer like G-E in a particular market such as New York. What happens in the coming Christmas season may be the tip off as to just how much

(Continued on page 10)

**Now, the cleaner that walks
—at a price that talks!**

Imagine! The cleaner that walks on air at this down-to-earth promotion price—just \$59.95 for the famous Hoover Constellation. It's a record low price, to give you record high sales. Get behind this special promotion and watch these Model 84 Constellations walk right out of your store!

\$59⁹⁵

HOOVER® FINE APPLIANCES... around the house, around the world

**SELL THE
MODEL 84**

HOOVER Constellation



**NOW! FULL FABRIC
FLEXIBILITY!**

AUTOMATIC

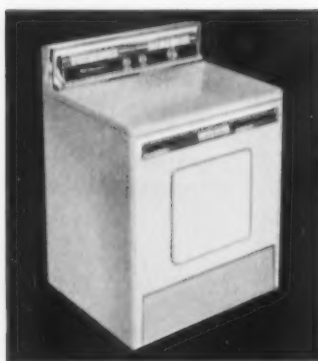
automatically selects correct wash and
3 washing cycles, REGULAR,



THE STRONGEST SALES STORY IS YOURS WITH THE NEW



RCA WHIRLPOOL Home Appliances
Products of
WHIRLPOOL CORPORATION
St. Joseph, Michigan



LOOK . . . THE RCA WHIRLPOOL DRYER, TOO, HAS AUTOMATIC FABRIC CONTROL

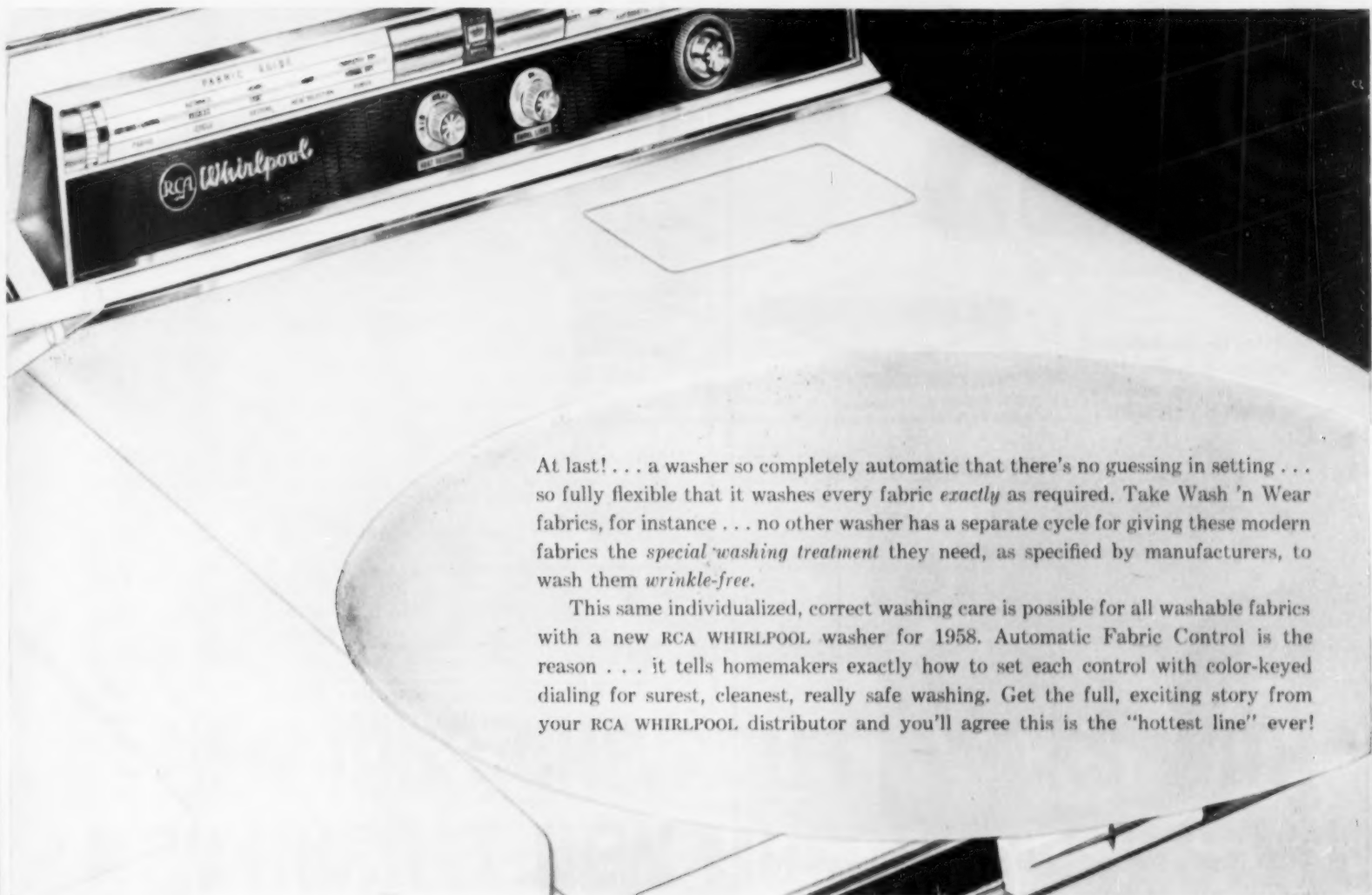
with "moisture control" drying and 3 cycles . . .
one for wrinkle-free drying of Wash 'n Wear fabrics!

With *one* setting clothes are dried exactly as required . . . perfectly, quickly, safely! Automatically an RCA WHIRLPOOL determines and regulates drying time by the moisture content of the load . . . automatically it determines and maintains drying heat . . . then shuts off "when dry enough." No other dryer gives you such a big selling advantage!

Join Up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

FABRIC CONTROL

rinse temperature, speed and time for any basic fabric . . .
DELICATE and **WASH 'N WEAR**, assure perfect fabric care!



At last! . . . a washer so completely automatic that there's no guessing in setting . . . so fully flexible that it washes every fabric *exactly* as required. Take Wash 'n Wear fabrics, for instance . . . no other washer has a separate cycle for giving these modern fabrics the *special washing treatment* they need, as specified by manufacturers, to wash them *wrinkle-free*.

This same individualized, correct washing care is possible for all washable fabrics with a new RCA WHIRLPOOL washer for 1958. Automatic Fabric Control is the reason . . . it tells homemakers exactly how to set each control with color-keyed dialing for surest, cleanest, really safe washing. Get the full, exciting story from your RCA WHIRLPOOL distributor and you'll agree this is the "hottest line" ever!

Use of trademarks RCA and Whirlpool authorized by trademark owner Radio Corporation of America

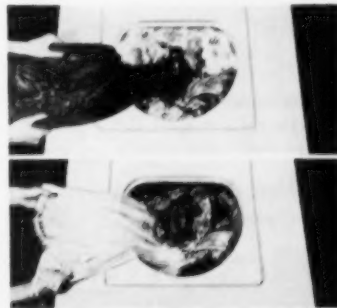
Whirlpool AUTOMATIC WASHER

. . . the only one with all these features



Exclusive! Separate cycle for automatic **WRINKLE-FREE** washing of popular Wash 'n Wear fabrics!

Exclusive! Built-in Lint Filter works full time, filters out lint during washing and rinsing!



2-Speed Washing Action . . . Normal and Gentle . . . selective in 3 cycles for true flexibility!

Exclusive! Suds-Miser® built-in suds return system saves over 2500 gallons of hot water yearly!



a couple of PUT-UP JOBS

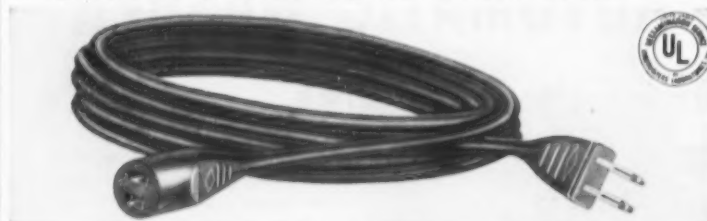
BY



Today the merchandising
spotlight is on PACKAGING!
Here are two important
CORNISH improvements



CORNISH Portable Service Cords, in popular sizes, now packed four 250-ft. spools in individual containers, all in a compact carton that makes identification easier. Individual containers suitable for reshipping — eliminating expensive, time-consuming repacking. Speeds shipping, receiving, over-the-counter ACTION!



No more tightly hanked cord sets. Now wound and labeled to minimize tension and effect complete relaxation of the insulation. Uncoils without kinking. Free from ozone attack.

Sold Only Through Accredited Jobbers
Have You Our Latest Catalog?

"MADE BY ENGINEERS FOR ENGINEERS"

CORNISH WIRE COMPANY, INC.

50 Church Street Branches in 15 Leading Cities New York 7, N. Y.

Creators and Manufacturers of

CORDS AND CORD SETS FOR HOME, FARM AND INDUSTRY

trends (continued)

G-E—or any other manufacturer—will be affected.

But the real significance of the Masters decision in the opinion of some of the staunchest of Fair Trade supporters is that it furnishes an indication of how the government's thinking is running on Fair Trade. If that's so—if the decision does indeed indicate a lack of sympathy for Fair Trade as such—it might be a clue as to what will happen when other Fair Trade cases move up to the federal level and an indication of how good—or bad—are chances for getting some legislative support for Fair Trade.

Is there a boom in FM radio?

Or is the boom really in high-fidelity merchandise with FM getting a free lift?

Right now the available statistics seem to point to the latter conclusion. But statistics aside, there is general agreement that demand for FM as FM is growing—although not as fast as some might lead you to believe.

Look first at the statistics. In the first eight months of this year sales of radio combination consoles more than doubled (whether you use factory, distributor or retail sales as a guide). Most of these, of course, included provision for FM reception. But it's probable that most of these sets were sold as hi-fi rather than as FM.

On the other hand, sales of AM-FM table models are lagging behind 1956 levels. This is the category in which you would expect to find sets purchased for FM itself rather than for hi-fi. For the first eight months, distributor sales in this category were only 95,000 units, 20,000 behind the 1956 level.

Thus, figures can be used to prove either side of the argument. Broken down as they are above, they tend to show that today's boom is in hi-fi rather than in FM itself. But it is perhaps unfair to make too much use of such a breakdown. After all, good reproduction has always been one of FM's strongest selling points and it's only logical to expect that a boom in hi-fi would produce a corresponding increase in FM business.

Those who take this point of view point out that total FM sales this year are running well ahead of 1956 and that this is the fourth consecutive year in which this has happened. In recent years, in fact, the rate of gain for FM has been faster than that for radio in general. That's why they talk of a boom in FM.

What are the prospects for a boom in FM itself which could be expected to produce a quickened market for small FM sets? Indications are now that such a situation may be developing.

For one thing, manufacturers have noted a demand from the trade for such sets. A district manager for one radio firm was confronted by four department store buyers on a single day. Each—without prompting—told the factory man that the absence of a small FM set left a big "hole" in the firm's line.

This, of course, took place in a market with good FM coverage. But in other areas FM broadcasting isn't good enough to produce demand for FM sets. But this, too, may be changing.

Up until now, over 90 percent of FM stations have been duplicating their broadcasting on AM. Thus, there's little reason for the listener to buy a FM set and there's little chance for the station to make money off FM since it is usually thrown in as a "bonus" with purchase of AM time. Now, more stations seem to be willing to offer FM programming alone and there is also an apparent increase in stations which have no AM outlets. End



NEW 1958 CHEVROLET TRUCKS WITH NEW HUSTLE! NEW MUSCLE! NEW STYLE!

Just look at all they offer that's new and better... and you'll see why these new Chevies are the fleetest, sturdiest, handsomest dollar-savers yet! Meet Chevrolet for '58!

NEW LIGHT-DUTY APACHES

Thrifty Apaches offer three new Step-Vans complete with walk-in bodies. With high-capacity panels, pickups and four-wheel drive models, this expanded light-duty lineup has a dollar-saving answer to your delivery chores.

NEW MEDIUM-DUTY VIKINGS

Hardy Vikings roll in with nine brand-new models, offering new cab-to-rear-axle dimensions for improved semi-trailer, dump, stake and van-type operations. Options available boost GVW ratings all the way to 21,000 lbs.

FAMOUS 6's OR SHORT-STROKE V8's

The engine lineup is full of new pep and power—whether you choose a 6 famous for economy or a high-compression V8. Look over Task-Force 58 at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



SEE THE LATEST EDITIONS OF THE "BIG WHEEL" IN TRUCKS—1958 CHEVROLET TASK-FORCE TRUCKS

ELECTRICAL MERCHANDISING—NOVEMBER, 1957

PAGE 11



the most profitable

one square foot

in your store

This display is yours . . . FREE with RADION ANTENNAS. See your distributor today. See for yourself the markup on indoor antennas, the profit in *one square foot*.

It's a safe bet that this year a million or more *replacement* indoor antennas will be sold. Get your share with RADION—the only line that can give you . . .

Acceptance . . . more people own Radion than any other brand.

Design and Quality . . . choice of 9 out of 10 TV Manufacturers.

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How to
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trends

REGION BY REGION

THE EAST

By John A. Richards



Big outlet expansion rolls on . . . Refrigerators and dishwashers join in upswing of washers, portable TV, hi-fi . . . L. I. unemployment up

EASTERN dealers felt like sports gunning ducks at a shooting gallery last month, with somebody bumping them on the shoulder at every shot. The market refused to stop jumping, making it tough to draw a bead on normal sales.

New big-outlet openings were one jolting influence. Masters flung wide its doors at a new Lake Success, Long Island, N. Y. location, and Abraham & Straus opened a new store in Babylon, L. I. Another undisclosed Island opening and two in the planning stage indicated Masters was not through. The firm also was negotiating with Namm-Loeser for acquisition of that partially-liquidated department store. In Paramus, N. J., Stern's Allied Stores outlet was about to open. And Korvette, already in Philadelphia, was preparing openings in New Brunswick, N. J. and Hartford, Conn. On top of all this, Masters' 3,000-square-foot Masterette in York, Pa., zeroed in with \$850,000 annual sales. The East braced for possible further openings of Masterettes as part of a planned nationwide network of miniature giant killers.

Hardened merchants, acknowledging that even when the giants don't directly hurt you they siphon off and divide up basic sales, settled down anew to the battle of attrition. One western Nassau dealer summed up their attitude.

"Nuts to them all," commented this dealer. "I'll keep hammering away at excellent service and salesmanship. And lop my overhead some more, so that it stays in line with sales."

Competition from another source came galloping over the horizon. Grand Union, which for sixteen months ran a pilot appliance-TV department at Keansburg, N. J. loomed as a contender who

may one day be neck deep in appliances and TV. It opened the first of 11 Grand Way Savings Centers in Albany, N. Y. Along with apparel, it offers appliances and TV by Westinghouse, G-E and Admiral. Ridgewood, N. J., will be the scene of the next Grand Union outlet with a similar department.

Counterblows can be struck against big-outlet competition, dealers feel, but unemployment, with its drain on purchasing power, is a low blow.

Last month, Long Island reeled under defense budget restrictions which brought a swift decline in purchasing power. Defense layoffs settled out in September at 2,740. When the final tally for seven Island plants was added up, 5,000 defense workers were jobless and the state had a task force racking its brains for a solution. Pockets of unemployment appeared in Bridgeport. In Boston and Buffalo it was too early to assess the picture.

The psychological effect of layoffs is instantaneous, far exceeds the impact of actual figures.

As for products, refrigerators seemed to be pecking through to sunlight after a long night. In Patchogue, Long Island, one strong independent called September "very good for refrigerators. Better this fall than the spring. Combinations are going particularly well." In Philadelphia and suburbs an identical report was forthcoming. While in Washington, Albany, Boston and Poughkeepsie they were "selling well in a sticky market."

Out in East Northport, Long Island, one dealer said, "Dishwashers have increased over last year by 30 percent." He's stocking more dishwasher inventory, expects next year to be a real banner year. The same picture held for dealers in Newark, Red Bank and other points in northern and central New Jersey. In Washington dishwasher sales were "quite good" and disposers were selling equally well.

Washington and Boston dealers reported "good" sales of ranges. But in Buffalo, Philadelphia, and across the metropolitan New York area range sales were "spasmodic."

Washers still packed the big white goods punch. They were the consistent money-makers in New York, Newark, Philadelphia, Buffalo, Boston, and Washington. Dryers were "picking up steam" in western New York, in Albany, Boston and in suburban New York and New Jersey counties, as well as in Fairfield County, Conn.

Portable TV and hi-fi continued to head electronics product sales charts throughout the East. And under a heavy barrage of promoting, color TV was "coming along" in metropolitan New York, New Jersey and Philadelphia.

Unfortunately product strength did not reflect an improved total picture for eastern dealers.

Surts compensated for a generally toneless market. Chains, discount houses and stronger independents still needed promotional kicks to sustain momentum. Few if any matched Korvette's 29.8 percent gain. Most were a few points ahead or up to 10 percent ahead. Even these were the isolated strong ones. The average dealer was closer to "breaking even" or "dropping five to 10 percent behind." The pattern was unbroken from Buffalo to Washington, from Philadelphia to Boston, from the Bronx to the Battery, and east and west across Long Island and New Jersey.

Everybody's hoping for Christmas. Nobody's buying heavy yet. In fact, many New York dealers have adopted a "sell one—buy one attitude, being cagey about getting overloaded. Gifts and other sidelines will get a bigger play in the East this Christmas. On the other hand, dealers are watching for the next blow in the Masters-G-E situation. Now that the Supreme Court denied G-E's appeal from the Court of Appeal's ruling, Masters Mail Order Co. of Washington is expected to widely advertise G-E products for sale below fair-traded prices. In the East retailers wonder whether fair trade is practically dead, as Masters' president feels, or is heading into its final death throes. If so,—there goes another stable source of profits. For many dealers found fair-traded traffics many times braced their sagging margins.

THE MID-WEST

By Ken Warner



Laundry equipment continues strong into the fall . . . TV matches last year . . . Hi-fi, a leader in the cities, goes slower in small towns

PICKING up the pace as they swing well into the fall season, Midwestern dealers are happier, by and large, than they were this time last month. Television has come along to pick up some slack, and laundry equipment continues to surprise. High fidelity equipment, a major factor in big-city merchants' plans for this fall, is proving up

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REGION BY REGION

to its promise in the big cities, but still is not fully off the ground, according to smalltowners.

Laundry equipment is the apple of the collective eye, and this holds true throughout the Midwest. In big towns and small, sales in washers and dryers exceed last year's figures in more ways than one. There is now a definite movement to the high end, according to dealers, and more and more sales are in pairs. "When they're first-time automatic buyers, we almost always sell a pair," says one Chicago suburban dealer. Another northern Illinois dealer finds he can use the "better price" story to good advantage in moving pairs—there is something reasonable to the customer in stating "If we can deliver two at once, we can give you a better break on each."

That the laundry buyers are moving to the high end is shown by some dealers' recent experience selling combination units.

Combination washer-dryers are getting easier and easier to sell, and most dealers queried conceded them a definite "place in the sun." Ruefully, one dealer likened his reception of the combination unit to his almost-hostile acceptance of the automatic washer some years ago. Like all trends, however, the high-end switch has its exceptions. From some Chicago dealers, customers from newly-built lower-bracket suburban homes are demanding lower-priced merchandise. "Sometimes these young couples get just plain strapped," says a suburban dealer, "and there's nothing to do but sell them the lower-priced stuff. They gotta have it, with kids and all."

In the low saturation areas, wherever the utility gets up a booster program, dealers are finding dryers good business. With favorable installation rates in their favor, such dealers find all but the summer months capable of producing good dryer volume, and this fall showed a surprising spurt.

High-fidelity is not yet a household byword in small towns. Without a "real-blast" to jump a market off to a start, like a full-dress hi-fi show, for example, hi-fi remains as yet a music merchant's specialty, according to small-town dealers. "This is the fourth year we've stocked up," says one small town dealer, "and the boom isn't here yet." There are towns where aggressive merchandisers have broken the log jam, and there, as in the big towns, the profit picture is the prettiest thing hi-fi offers.

In Chicago, as it was last year, hi-fi is everybody's darlin'. For television specialists, hi-fi makes a welcome addition to volume, but it, of course, doesn't match TV. When it comes to profits, say the specialists, it's a different matter, though. Vastly understating the case, one man says, in a rather reverent tone of voice, "It's nice,

oh yes, it's nice." For the dealers who handle TV and hi-fi in addition to a full line of white goods, hi-fi is definitely sneaking up on TV as a volume producer, and most expect hi-fi take-home dollars to exceed their TV profits.

Of course, all is not sweetness and light in Chicago, just as there are spots in the small towns that do not match up to the over-all picture. The long, wearing "rat race" is starting to catch up with some dealers who had settled down to "tough it out." One such Chicago dealer is now audibly considering throwing it all up for grabs, and concentrating on furniture. Significantly, he knows he won't give up his Magnavox franchise, though, so his eventual action will probably take the direction of thinning out some lines. One medium-sized Chicago dealer who did just that a year ago is immensely happy with his decision. "We're better salesmen now," he says, "and we spend less time fooling around because we really know our merchandise." By cutting down lines, this dealer means he now only handles three TV lines, and two major white goods lines, with some short-line fill-ins. Plus, of course, a records department and plenty of traffic appliances.

Beyond hi-fi, and the usual range of dealer products, some other lines are paying off for some small-towners this fall. Down-state Illinois holds two such examples. One dealer has found himself a niche with dishwashers, mainly with a home demonstration pitch. The introduction of a portable model in his line made it possible. With a free ten-day trial of the portable, he finds he can close a good percentage of the sales with under-counter models. He keeps ten units out on trial as much as possible. His comment: "My, do those ladies talk! For another middle-of-the-state dealer, gas space heaters are providing a welcome addition to the profit fold. Of course, he has the advantage of newly-available gas, but his point is "I saw the chance and jumped in with both feet."

THE SOUTH EAST

By William C. McGuire



TV prices firm as October volume runs ahead of September . . . Credit still dealers' worst problem

The general stability of television prices was the prime surprise, as the Southeast's appliance-tv business swung rather sluggishly out of a poor September, then began to accelerate into early October.

For the second straight month, a less evident but even more heartening note was creeping into the reports of a few Dixie dealers and distributors—a firming-up of retail pricing. This was neither

general nor obvious—it was simply there, for the second straight month.

Though machete-merchandising still exists in New Orleans, Jackson, Charlotte and mad, mad Miami, there's evidence that dealers in Birmingham, Nashville, Chattanooga and Jacksonville are starting to hold the line. Samples: "Some of us just aren't going to give it away any more" (Nashville dealer) . . . "weaker lines are still being chopped, but those of us with demand merchandise are beginning to let 'em walk" (Birmingham retailer).

In New Orleans, where a licensing dispute has given the city more channels than it's ever had (three VHF, one UHF), TV sales are spurting. One dealer whose television volume is "very far up" has been doing his best job in the \$200 to \$350 range. Like a great many of the Southeast's dealers, and not a few distributors, he has been de-emphasizing portables because of their paper-thin margins—although the current manufacturers' trend toward deluxing-up and pricing-up portables will doubtless have its effect.

So far, there seems to remain a reluctance to sell portables on the basis of performance. As a result, some dealers are finding the recent price increases right handy for selling up to t/m's and consoles. The extent of the jumps is apparent from an Atlanta distributor's statement that he's "paying just about the same for this year's portables as my dealers paid last year." One Mississippi dealer has split his TV operation this way: he sells portables off the floor, but concentrates on bigger stuff outside.

With summer-end volume generally down, retailers turned to promotions to jack it up. August found a three-store chain in Birmingham staging a "Hog Wild" sale, with overalls and straw hats for salesmen, bales of hay in the stores, speakers blasting hillbilly music, a team of nags hauling an appliance laden wagon about town, a dressed pig reposing in a freezer at each store for giveaway on a weight-guessing basis, and a tie-in with a local packer for a free ham with every major and a pound of sausage to each visitor. Cost after co-op: \$800. Result: "quite successful."

In spite of activities like this, Birmingham appliance dealers had little favorable to say about August-September volume in a city that has not been as cozy as your Aunt Kate's kitchen of late. "This integration mess has hurt," says a retailer. "Seems when people are faced with something they don't know how to cope with, they just sit still. The shoppers haven't been out."

The dealer who ran the Hog Wild sale had been planning to follow-up early in September with a Confederate-Union challenge sale between his store and a New Jersey outlet. He cancelled out.

In Nashville, a dealer has come up with a graduated trade-in promotion which has made him money at both ends of the stick. Using it with refrigerators, he offers a top-of-the-line box at cost for a trade-in one to two years old, and at various fractions of list with trades aged two to five, and five to seven. Naturally, there's little activity in the one-to-two category. There's plenty in two-to-five and five-to-seven, though, and used boxes thus come by sell for \$50 to \$100 with no strain. This dealer gets happy totals as he adds resale to the markup (small though it may be) in

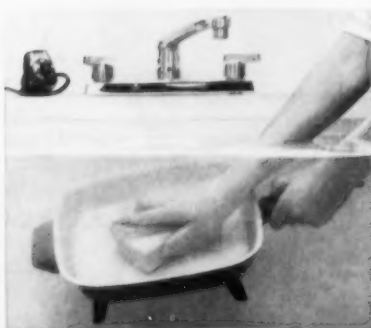
(Continued on page 16)

Look what's happened to General Electric Skillets!



NEW—exclusive—Silicone removable thermostat!

General Electric research has just developed a radically new type of thermostat. Use of Silicone permits easier calibration of the accurate heat settings needed for efficient "controlled-heat" cooking.



NEW—completely immersible! Wash it like any pan!



NEW popular square shape! Big 11-inch size!

Now you can give your customers their choice of SQUARE or ROUND General Electric Automatic Skillets! Round skillets (Models C-100, C-120) are priced from \$12.95*. General Electric Company, Portable Appliance Department, Bridgeport 2, Conn.

Introductory advertising
in a big way:
TV—General Electric's
popular "CHEYENNE"
*
LIFE
BETTER HOMES AND
GARDENS.

ORDER TODAY
you'll need a big stock!

\$21⁹⁵*

COVER, \$3.50*

* Manufacturer's recommended
retail or Fair Trade price.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

trends

REGION BY REGION

the new box. He has also used this bit with washers, says the only danger here is having relics from out-of-business lines wash up on your beach.

Hi-fi has yet to set the Southeast on fire, but here and there sparks are aglow. A New Orleans dealer has lately enlarged his department and taken on a second line. Since he has yet to see hide or hair of any hi-fi co-op money, one Atlanta retailer has yet to advertise his line. Like many others, he looks for a boom of sorts to materialize soon, culminating at Christmas. Distributors in Chattanooga and Atlanta like today's margins, but both wax pessimistic in predicting a "same-old-ratrace" future for hi-fi, now that it's being more thinly spread.

In addition to TV, washers, dryers and freezers are moving generally well, while the booby prize easily goes to free-standing ranges. Reasons for the latter vary from the oft-repeated and too-true lament that "builder sales of built-ins are bombing us," to one distributor's theory that "cuts of a year ago in size and quality by some of the big boys, followed by strong price promotions, hurt smaller manufacturers by all but using up the market's quick-buyer prospects."

Credit remains the average southeastern dealer's worst problem. The retailer whose manufacturers are unable to bring him the benefits of a captive credit organization is finding it increasingly tough sledding against those who have practically unlimited credit at their fingertips.

THE SOUTH WEST

By Fred A. Greene



Dealer sales decline . . . New Orleans volume high but prices are low . . . More dealers service only what they sell.

THOSE pained expressions you see these days on Southwest dealers' faces come from an epidemic of toe stubbing. Nearly every appliance retailer queried this month registered a decrease

in business and October's first 10 days weren't much better.

Weather, the general business slump and late crops are the most frequent reasons given by dealers. Several of those contacted still are hopeful the fall upswing will materialize but adherents of this point of view are dwindling in number. One Tulsa retailer who is down 20 percent remarked that regular business is fair but promotions are not pulling in the extra business he needs.

For all the moaning heard from dealers, distributors by and large are doing fairly well. Increases in sales are decidedly in the majority, though it's obvious a better record was anticipated.

While still too early to blame a slump in business on government cutbacks in defense appropriations, we have a sneaking suspicion that this may be a factor in time. The Southwest has a considerable number of military installations, mostly Air Force, but there are a number of Army and Navy bases located in the area. Cutbacks in personnel and the closing of one large air base already (Foster AFB in Victoria, Texas) could spell the difference between profit and loss. There also seems to be a mental attitude involved. Local citizenry, when they come to realize how valuable money spent by military personnel can be, often tighten up on their own purses—if not because business actually is bad, then because it may be so later on. Another factor is the predominance of military contractors in the area, notably around Dallas. Production cutbacks mean dropped personnel and unless the local economies can absorb these people it, too, can be an important reason for a business slump.

On the other hand, some sections are booming. **The Gulf Coast area continues to spurt and good business prevails all the way from Brownsville to New Orleans.** A recent trip through Louisiana bore out this fact. Utility figures are evidence of it and dealers seem well satisfied with volume movement of appliances. Not so on profits, but at least they are getting some business and manage to keep their heads above water.

In New Orleans, dealers are way ahead of national sales averages. Distributors publicly applaud dealer records. But privately they're disturbed. As one points out: "How long can these dealers cut prices and make up for profits in volume?"

Another distributor sales manager, who came to New Orleans from a discount-glutted area, said: "I thought I'd seen discount selling. Lord, New Orleans has it worse than any area I've ever come across."

The dealers themselves are not unduly worried. Perhaps the big reason why is that **not a single dealer remains who sells appliances exclusively. Furniture is their profit line, appliances the volume product.**

Further proof of dealers' concern for volume sales only is a wholesaler's comment that if his dealers had to do their own service, 90 percent of them would be out of the appliance business. They depend on metropolitan service, concern themselves only with a sale and its small profit.

Speaking of service, we noted during the trip as a whole that **more and more dealers are serv-**

ing only what they sell in an effort to hold down overhead. These dealers contend that to do otherwise requires a large service department and there's no assurance volume repair work can be had. Too, as an Alexandria dealer points out, service helps keep customer happy, brings repeat sales and referrals and thus afford maximum business and profits for a minimum investment.

In the northern half of Louisiana, business is rougher. Two Alexandria dealers are getting out of the appliance business altogether. In Shreveport, a dealer who formerly had a downtown location, now is a one-man operation in a small suburban location. He depends on old customers and referrals for business. A large Shreveport distributor notes his sales are below a year ago and he doesn't expect any change for the remainder of the year.

White goods movement generally ranged between poor and fair with laundry equipment the best selling items. Refrigerators got some support and freezers moved fairly well in a few stores.

TV sales were nothing to rave about, though, some pickup in color sales came about at World Series time. Portables and table models continue to be the bellwether products.

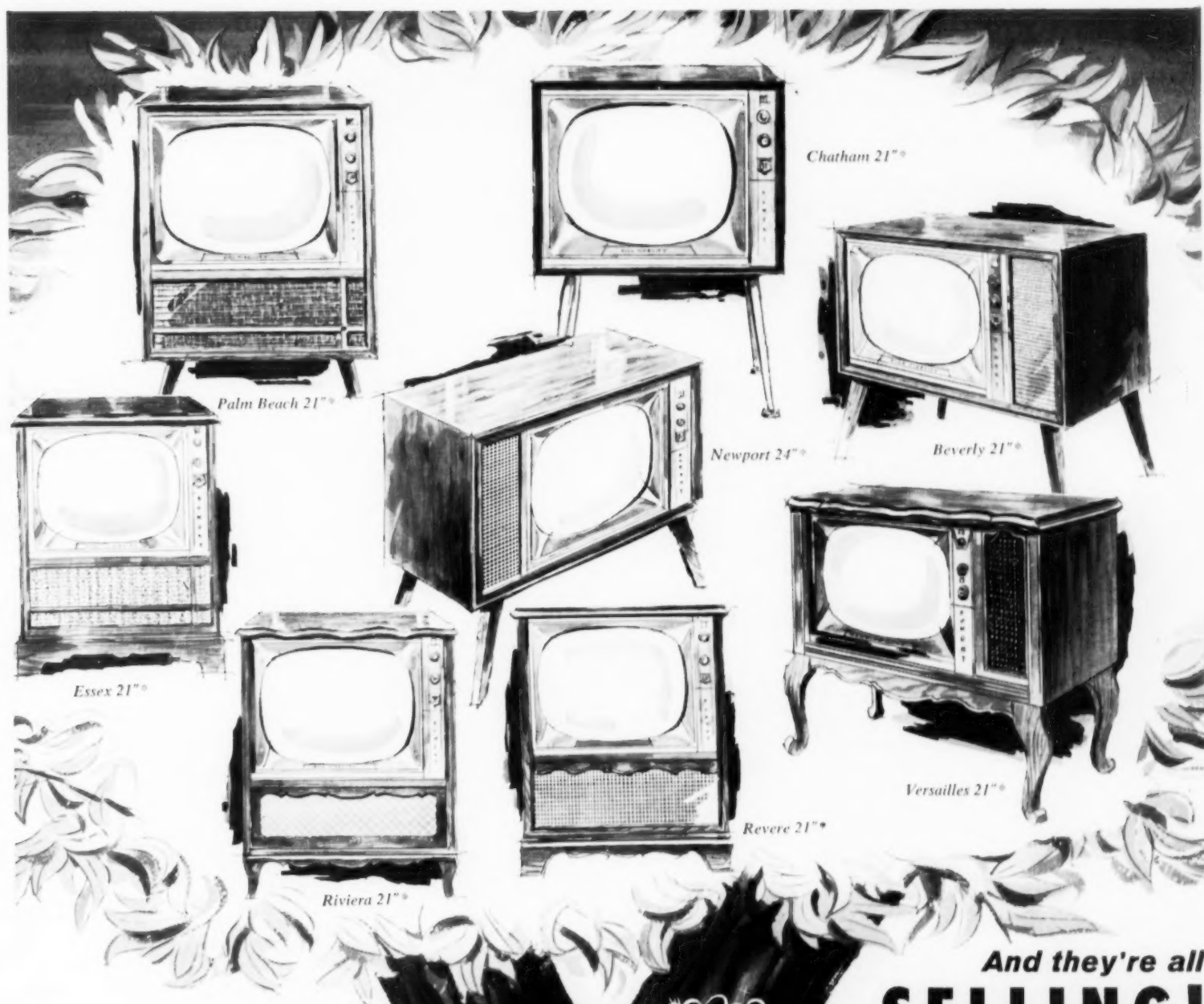
THE GREAT LAKES

Steel and auto layoffs help to dull appliance sales outlook . . . Trade-ins return a profit

ALTHOUGH individual gains were posted in scattered areas of the great lakes region for August and Sept, little doubt remains that the last quarter will be lower than that of 1956. This is due mainly to the slowness in steel fabricating industries in this area.

A bright spot in the appliance market is Columbus, O., where dealers seem to be, with a maximum of effort, running about even with last year. In comparison to the national picture sales in Columbus are higher by 10 to 20 percent on the average. One dealer believes this is attributable to the popular price 1957 refrigerator models that have increased his business. He said the 1957 model, 10 cubic feet, priced fifty dollars lower, is giving him a lead item at a price more appealing to the customer. Laundry equipment has slipped in this area with dryers falling considerably behind. "This is due to the unseasonably dry weather in the vicinity this year," says one dealer. Electric ranges, especially in the popular price field of \$200, have been selling fairly well, said another dealer, but high priced ranges find few takers. Gas ranges continue to show quite a decline for many of the area dealers. Hi-fi and black and white portables and consoles, setting phenomenal sales records the country over, are tabbed as two of the best selling items.

(Continued on page 21)



They're all **WOOD!**
...and they're all **WONDERFUL!**

And they're all **SELLING!**

At real profit-making prices, too!

Back in July, we said "New DuMont gives you the Power to Make a Profit."

By August, DuMont had to increase production to keep up with demand!

In September, Home Furnishing Daily reported that "the DuMont line just took off after it was introduced!"

In October, the DuMont sales curve skyrocketed!

And Christmas is still to come!
Better climb on now!

*Over-all diagonal measurement

Allen B. DuMont Laboratories, Inc., East Paterson, N. J.

DuMont

First with the Finest in Television and High Fidelity

DU MONT



look what you can



new RCA WHIRLPOOL kitchens



Door and drawer fronts snap on... without tools!

RCA WHIRLPOOL Imperial cabinets have an ingenious new hinge that permits the doors to be snapped on and off in seconds . . . without the use of tools, screws, or bolts. Drawer fronts lock into position easily, positively . . . yet are removable instantly.

Now, for the first time, you can display five different kitchens in the space of one! For the first time, you can offer prospects complete flexibility and variation in kitchen styling. And, for the first time, you can offer complete kitchens with the brand name your prospects know best, want most, and buy readily.

All-new RCA WHIRLPOOL kitchens consist of a *complete* standard line of cabinet shells made of steel for durability and ease of installation . . . with door and drawer fronts of wood for extra sales appeal. The fronts are finished in rich fruit-

Use of trademarks RWT and RCA authorized by trademark owner Radio Corporation of America

do with color now!



In minutes the gay "Carnival Color" kitchen at left can be changed to quiet Traditional . . . simply by snapping on rich fruitwood finish fronts. One color may be used all over, or an accent color may be used on certain cabinets.



And, it's so simple to mix and match several colors as in this two-tone decor. There's infinite variation . . . and the fronts may be changed any time . . . actually, it's easier to restyle these kitchens than to rearrange living room furniture!

change the selling picture!

wood and limed oak plus popular pink, yellow, and white for dramatic styling . . . and are easily interchangeable for infinite styling variation.

Mail the coupon now for complete information about the most saleable, most profitable kitchens ever created . . . RCA WHIRLPOOL kitchens!

Kitchen Division
Whirlpool Corporation, St. Joseph, Michigan

Please rush me complete information about the new RCA WHIRLPOOL interchangeable front cabinets.

NAME _____

FIRM NAME _____ TITLE _____

FIRM ADDRESS _____

CITY, ZONE, STATE _____

RCA Whirlpool KITCHENS

RCA WHIRLPOOL Home Appliances
Products of **WHIRLPOOL CORPORATION** St. Joseph, Michigan

There's nothing so powerful as an idea!



The editors of Better Homes & Gardens have an uncanny ability to latch onto exciting new ideas and turn them into nation-wide trends. That's because they know what kind of ideas their home-and-family loving readers want—often before their readers do.

Take the Family Room, for instance. A few years ago hardly anybody even knew what the term meant. BH&G planted the idea in its pages. Other media took it up. Builders and manufacturers helped. The exciting result of BH&G's cultivating of an idea is that today the Family Room is practically as standard for medium priced new homes as the 2-car garage!

People get all wrapped up in the ideas they see in Better Homes & Gardens. And the more they read their favorite idea magazine, the more they *do* and the more they *buy*. BH&G is a *natural* for any advertiser whose products can help families to live better. There's no other major medium quite like Better Homes & Gardens. Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans



$\frac{1}{3}$ of America reads **BH&G** the family idea magazine

4,350,000 COPIES MONTHLY

trends

REGION BY REGION

"We expect this Christmas to be our greatest in the sales of hi-fi and TV", remarked a dealer. "Color TV is still quite slow in this area, with its potential just around the corner, but how far around the corner I don't know".

Electric appliance sales in the Detroit area have enjoyed a general upswing in the past month, September 14 through October 14, with the J. L. Hudson Company reporting a total sales increase of 30 percent.

Hotpoint Co. revealed its sales had gone up 12 percent in the past month, and the Browley Co. reported a 5 percent general increase. Westinghouse and Good Housekeeping are also slightly ahead, and Federal stores claim they are "holding their own."

Hot N' Kold was the single Detroit firm reporting a general sales drop. Their figures show a 20 percent decrease over the past month.

"We can't understand it," firm spokesman Sanders remarked this week. We've been doing as much, perhaps more, advertising, have an excellent sales force, and have offered good 'specials' this month."

Hotpoint dealers claim an improved employment situation in the Detroit area to be a major factor in sales increases.

"The automobile companies have called many of their people back to work, and we have definitely benefitted, although the reverse was true in early September. We've also instituted a few new promotions which should, in addition, be credited with helping sales."

Crowleys said better pricing and better advertising accounted for improved sales.

All firms contacted seemed to agree on present consumer-demand for certain appliances.

Almost without exception, company spokesmen named automatic washers and dryers as top sellers. Even Hot N' Kold, despite its general sales decrease, said both laundry equipment and hi-fi sales were "going quite well."

Westinghouse, Federal and Good Housekeeping washer-dryer sales increased rapidly in late September and early October, and Hudson's reports an excellent turnover in laundry equipment. The only dissenting voice was the Crowley Co., which reports a washer-dryer decrease of 10 to 15 percent. They report refrigerators up 20 to 30 percent, however, while other firms feel sales here have only stayed on a level.

Television and hi-fi sales are on the upgrade at most stores, but dealers explain this is a generally expected autumn sales pattern.

TV sales have been disappointing at both Good Housekeeping and Hot N' Kold, but both firms feel good hi-fi sales makes up the slack.

The consensus is that while refrigerators are, for the most part, holding their own, electric ranges have fallen off in sales. Federal stores attributes this to the high cost of installation in Detroit and suburbs, and the resultant switch to gas.

The unemployment situation has also been a factor in the Cleveland area, causing sales to be sluggish. In the first eight months of this year, compared to a year ago, utility reports show that all appliances in this area are way down with the exception of black and white TV, up 12 percent. Although the profit picture may be low, many Cleveland dealers still maintain an optimistic outlook for the future.

A Dayton dealer sees profitable business in trade-ins. In the past two weeks this dealer sold 14 used refrigerators ranging in price from \$145 to \$155, age being 15 to 18 years old. "There was a day when we took trade-ins for the customer's sake and later junked them, but now we are getting our money out of them. These trade-ins are being purchased by young couples who have moved in the area on a temporary basis and by landlords converting their homes into apartments.

THE FAR WEST

By Howard J. Emerson



Early October upsets September stability . . . New lines confuse prices . . . Public accepts square look

GENERALLY good business prevailed for a majority of the appliance-TV dealers in the Far West during the last three weeks of September, but October started off as what both dealers and distributors call "spotty".

In the San Francisco-Oakland Bay Area, one large independent dealer says he is experiencing a big upsurge in "shopping". He says prospects for white goods seem "befuddled" by the variances in prices being advertised since the industry started clearing 1957 models. More time is consumed now in convincing a prospect that a \$198 automatic washer is a good piece of merchandise in spite of the low price than was needed a few months ago to convince the prospect that the same washer was well worth \$289.

A long period of steady and reasonably profitable laundry sales has been the business backbone of many dealerships for a couple of years—but even here, according to reports, irregular pricing policies plus the introduction of many 1958 laundry lines piece by piece, has made the public both confused and cautious, with a resulting drop in laundry sales during late September and early October. However, this condition seems temporary according to distributors' sales records during the first 10 days of October. One wholesaler reports his dryer sales spurted to an all time high for that 10 day period. Washer sales tagged along on this buying, but at a slower pace.

Refrigeration has held up better than expected. One distributor believes that a trend to "realistic" pricing of refrigerators will do much to bring back the public's interest in this product. He

points to one model in his line, a two-door box now "realistically" priced at \$379—his dealers are buying it at a rate 100 units ahead of any other model. A dealer here attributes a fair level of refrigeration sales to an increased acceptance of the square look."

The World Series cleaned out all TV rentals in the Far West, but had little effect on sales. However, TV sales out here, several dealers report, are holding at a level close to that of 1956—some dealers expect to pass last year's fall volume in TV. Medium-priced consoles seem to be holding the business up. Portables are an inventory problem with most distributors, a sell-up-from item with most dealers.

In spite of steady TV sales, dealers are buying hand to mouth, distributors complain. "They are keeping their inventory too clean," one independent distributor moans. "I could offer them a trip on Sputnik and they still wouldn't buy more than 3 or 4 pieces at a time."

During periods of this year when dealers in northern California have seen business drop well below the 1956 level, there has been little talk of discount house competition. Mostly, says one dealer, because "we know the discount houses have been having just about the same troubles." During the year, the largest discount house here has faced competition from the expansion of two other firms into discounting. Most serious effect has been on movement of electric and non-electric housewares, and those sidelines and concessions with the higher mark-ups which are the foundation of the house's profit structure.

But there is a more acute discount house condition in the Phoenix and San Diego market areas at the moment. Appliance-TV dealers in both areas are witnessing the establishment of "mass merchandisers" with elaborate facilities, more than adequate parking, plus diversification that puts them in the discount department store class. Dealers in both markets have lived with discounting for years but now face the type of competition that dealers in Los Angeles have been taking in their strides for, lo, these many years.

What effect does a Fair Trade Law have on retail business practices? This subject comes up again here as the fourth Far Western state, New Mexico, declared its 20-year-old fair trade law unconstitutional on Sept. 27 (other states to drop it: Colorado, Oregon and Utah). The presiding justice of the Supreme Court of New Mexico declared unconstitutional the section of the law reading: "Wilfully and knowingly advertising, offering for sale or selling any commodity at less than the price stipulated in any contract entered into pursuant to the provisions of Sec. 1 of this act, whether the person so advertising, offering for sale or selling is or is not a party to such a contract, is unfair competition and is actionable at the suit of any person damaged thereby." He declared the law under which G-E was suing Skaggs Drug Center was "... unconstitutional ... unreasonable exercise of police powers ...".

Commenting on the effect of fair trade laws being declared void, Ralph Cassady Jr. in a recent "Journal of Marketing" concluded his study of the Macy-Gimbel "War" of 1951 with: "... this freeing up of competitive activities in pricing matters will accentuate opportunities for those who are willing to vigorously strive for business and this should have a salutary effect on competitive intensiveness ...".

(Continued on page 24)

OUT OF CONSIDERATION FOR SERVICEMEN WE USE

NO PRINTED CIRCUITRY

in our television chassis. Every servicing dealer knows that printed circuitry in a television chassis often leads to costly servicing and may also cause service delays. At Zenith we use *no* printed circuitry in our TV chassis, even though Dr. Alexander Ellett—the daddy of printed circuitry through his work with the U. S. Office of Scientific

Research and Development—is head of our Research Department, and although Zenith was among the first to use printed circuitry in the proximity fuse. Zenith's handcrafted standard circuitry in television means greater operating dependability and fewer service headaches.

**YES, IT COSTS US MORE TO DO IT THIS WAY,
WITH HANDCRAFTED STANDARD CIRCUITRY, BUT
IT MEANS MORE SATISFIED CUSTOMERS FOR ZENITH DEALERS**

EASIER TO SERVICE... MORE ACCESSIBLE

HORIZONTAL CHASSIS

There are no screwball construction arrangements in Zenith's famed Horizontal Chassis that has established a reputation as the finest performing chassis in the industry—either in the fringes or

close in. Zenith's Horizontal Chassis is more accessible and easier to service when servicing is required—another big advantage to servicemen and customers alike.

**WE THINK IT'S WORTH THE
EXTRA COST AND EXTRA CARE
OF HANDCRAFTED STANDARD
CIRCUITRY TO GET THE BEST
PERFORMANCE AND LEAST SERVICE
HEADACHES AND SO DO
THOUSANDS OF DEALERS WHO WOULD
SOONER SELL CUSTOMER SATISFACTION
THAN A PRICE TAG!**

ZENITH RADIO CORPORATION
CHICAGO 39, ILLINOIS



Here's one reason why



**OUTPERFORMS THEM
ALL...MEANS LESS
SERVICE HEADACHES**



QUALITY BY

Zenith

the Royalty of Television

Backed by 38 years of leadership in radionics exclusively. Also makers of Radio, High Fidelity Instruments and fine Hearing Aids.

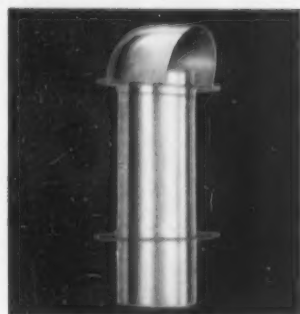
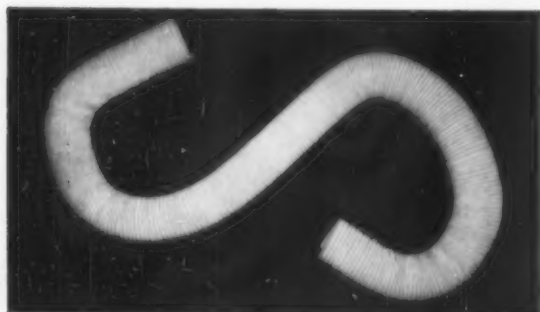
The quality goes in before the Zenith name goes on.

There's a Flex-Vent® Kit for every dryer model and every possible installation

Show your customer how lint, heat and moisture can be vented from his dryer easily and quickly with a Flex-Vent Kit.

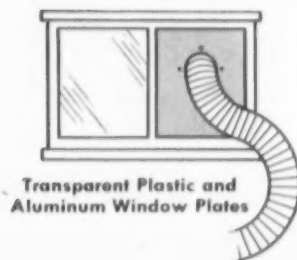
Look at these features...

- Gleaming white fiber glass ducting that is lightweight, flexible, easy to keep clean—matches all dryers.

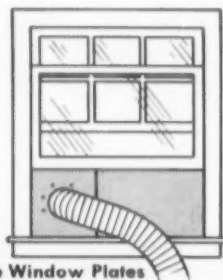


- All-aluminum vent hoods—will not rust—are weatherproof and foolproof.

- Easy to install—by your serviceman or your customer.
- Minimum of stock to fit all dryer models.
- Accessories make any type of installation easy and practical.
- Flex-Vent is the only complete dryer venting line available.
- Assure customer satisfaction.



Transparent Plastic and Aluminum Window Plates



Adjustable Window Plates

Venting through windows is easy and makes a really neat job with transparent plastic window plates, aluminum window plates, or adjustable window plates for temporary installations... all a part of the complete Flex-Vent line.

Offer your customers the best in dryer venting equipment. Remember, it's the one complete line for all types of dryers that is approved

by all leading dryer manufacturers. For more information write us direct to Dept. 8N, Flexible Tubing Corporation, Guilford, Conn.

Flexible Tubing

CORPORATION

GUILFORD, CONNECTICUT • LOS ANGELES 64, CALIFORNIA

trends

REGION BY REGION

CANADA

By M. L. Schwartz

Fall business shows a turn for the better... Hope for color TV... Dealers fear clampdown on imports from U. S.

September and early October sales of electric ranges, washing machines, vacuum cleaners and other appliances picked up so much in many areas that dealers prepared for an even bigger October-November boost, planning more and bigger ads to reap a larger harvest.

"We counted on a good general pickup during September but it's been terrific," confided a top level official of a department store in Montreal. A dealer in Quebec City found his promotions worked well this September but, as he put it, "we pushed things a bit with sales." A large dealer in Ottawa described the appliance sales pickup in September as "excellent." Another Ontario dealer claimed September sales dollarwise for major appliances jumped up approximately 30% over August and so far was his biggest month this year.

But, amidst this splurge of business, there was a common complaint from dealers in several widely separated regions against some ads by bigger dealers offering "specials" and smaller dealers are voicing strong objections, pointing out that costly or double-page ads with such "specials" have been all too frequent in recent months. Thus, one large organization offered goods "way below original factory selling price" and another big store advertised all goods "At Cost" (words printed 4 inches high in newspaper ads) plus only 5% salesman's commission.

Aside from this complaint, recovery from the summer slack has been remarkably good and most dealers expect fall business to be generally beyond earlier forecasts despite some pockets of unemployment, a slow-down in house construction, a wheat marketing crisis, and other deterrents.

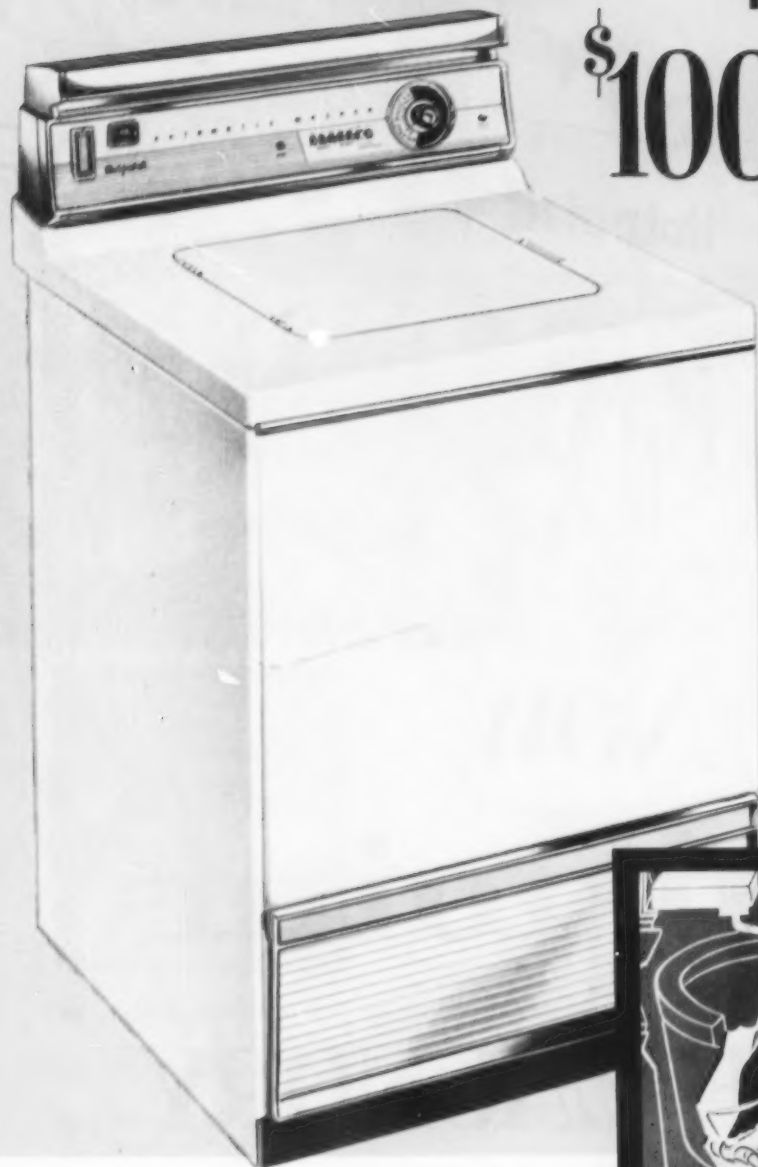
Pressure on the Canadian Broadcasting Corp. to drop its present wait-and-see policy on color TV may turn to the advantage of dealers. Canadian producers' domestic sales of TV sets are down to only 189,384 units in the first seven months this year from 249,126 in the same period last year, though more TV stations are operating, more Canadians are viewing programs, and more radios and record players have been sold than last year. Eleven of 22 TV set manufacturers in Canada are said to be planning layoffs starting in October, as a result of which the United Electrical Workers Union wired the Canadian Government urging action on the part of the CBC to bring on color TV in order to create markets for sets as well as prevent mass layoffs in the industry.

(Continued on page 30)



NOW
Hotpoint
HOME LAUNDRY
PAYS YOUR PROSPECTS
TO VISIT
YOUR STORE

...during this "once-in-a-lifetime"
**MILLION DOLLAR
DEALER TRAFFIC-BUILDER PROGRAM**



now in progress...

\$100,000 National

created for

Hotpoint

Hotpoint WONDERINSE WASHER

...featuring Hotpoint's new, exclusive automatic clothes conditioning system—now even more versatile, more convenient than ever!

The 1958 Hotpoint WONDERINSE unit automatically injects just the right amount of softener into the final rinse... holds a full quart of liquid softener... has an indicator that shows at a glance the exact amount of liquid in the reservoir... is easy to refill... and uses a variety of popular conditioners, such as Sta-Puf. WONDERINSE makes a difference in washing results that's easy to demonstrate, easy to see, easy to sell.

And it's yours—exclusively—with
Hotpoint!



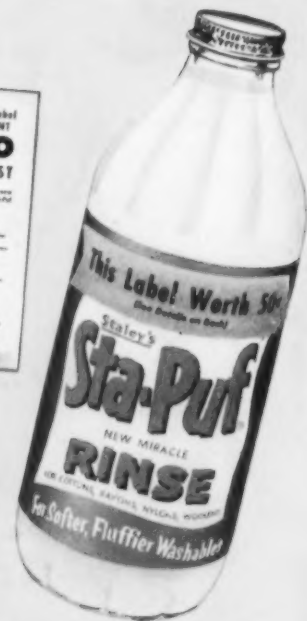
Hotpoint Super Deluxe
Automatic Washer
MODEL LWW45
...with **WONDERINSE**

Staley's Sta-Puf.

...the largest-selling rinse additive in the world! Made by A. E. Staley Mfg. Co., one of the nation's biggest grocery-store merchandisers, 300 Sta-Puf salesmen will promote the \$100,000 WONDERINSE CONTEST to super-markets during October and November, and will arrange for tie-ins and displays

featuring both HOTPOINT HOME LAUNDRY and Sta-Puf.

3,000,000 bottles of Sta-Puf will be sold during this contest. Every bottle will carry the special Contest Entry label—and every label directs the customer to their HOTPOINT DEALER'S STORE!



Consumer Contest

Hotpoint Dealers by

WONDERINSE WASHERS and Sta-Puf. Rinse Additive

a ONE MILLION DOLLAR promotion featuring \$100,000 worth of 1958 Hotpoint Home Laundry prizes. Hotpoint actually pays your

prospects 50¢ cash to enter the contest—and they must go to *your store* to submit entry and collect their money!

HERE'S HOW IT WORKS:



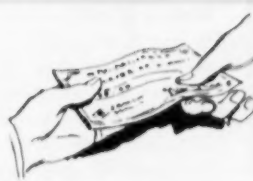
1. **HOTPOINT** and Sta-Puf are advertising and promoting this contest in all national media—magazines, network TV, spot radio and local newspapers—from October 1 through December 14, 1957.



2. Contestant buys bottle of Sta-Puf—available at 98¢ of U.S. grocery stores—for approximately fifty cents. Sta-Puf label contains entry blank and jingle, and directs her to **HOTPOINT DEALER**.



3. Contestant goes to **HOTPOINT DEALER** with completed entry, gets **WONDERINSE** demonstration, and receives fifty cents cash from the **DEALER** for coming in and entering the contest.



4. The **HOTPOINT DEALER** turns in the entry blanks each week to the Official Contest Redemption Agency, and **HOTPOINT** promptly refunds the full fifty cents for each entry to the **DEALER**.



5. The contestant may win a beautiful 1958 **HOTPOINT Washer**. Or, if she purchased a **HOTPOINT Washer** during the time the contest was in effect, she will receive a matching **Dryer** instead.

HERE'S HOW HOTPOINT HELPS YOU TIE-IN:

- ★ IN-STORE "CONTEST HEADQUARTERS" DISPLAY
- ★ WINDOW AND WALL BANNERS
- ★ POINT-OF-PURCHASE MATERIALS
- ★ ADVERTISING AND PUBLICITY
- ★ COMPLETE CONTEST PACKAGE
- ★ LOCAL NEWSPAPER CAMPAIGN
- ★ SUPER-MARKET TIE-INS

HERE'S WHAT THIS PROMOTION MEANS TO YOU!

- ... **HOTPOINT DEALERS** get FREE store traffic and the chance for product demonstration on selling floor!
- ... **HOTPOINT DEALERS** get names and addresses from entry blanks for mailing and follow-up lists of hot prospects!
- ... **HOTPOINT DEALERS** get full advantage of super-market traffic for local tie-ins with contest!



-and HOTPOINT Home Laundry backs your increased sales potential ALL THE WAY with...



a complete step-up line of

Hotpoint Automatic Washers

... to help you sell every prospect

Short, sweet and complete—that's Hotpoint's Automatic Washer Line for 1958! It's feature-planned for easy step-up selling, price-scaled to meet any budget. And *every* model offers an impressive array of outstanding quality

and performance features for which Hotpoint is famous. There's an equally complete line of Hotpoint Automatic Dryers to help you sell Style-Matched Pairs, too! Step-up your Home Laundry sales with Hotpoint for '58.



Hotpoint Automatic Washer

Model LW43—Two-Cycle Washing, Pushbutton Wash Temperatures, Coaxial Transmission with Five-Year Warranty, All-Porcelain Inside and Out, Jet-Spray Rinse, Deep Overflow Rinse, Automatic Sediment Swirl-Out, Stylized Back Panel, Lid Shut-Off Switch, Clothes Guard, Operating Instructions Fused in Porcelain Inside Lid, and new CLEAN-LINE STYLING.

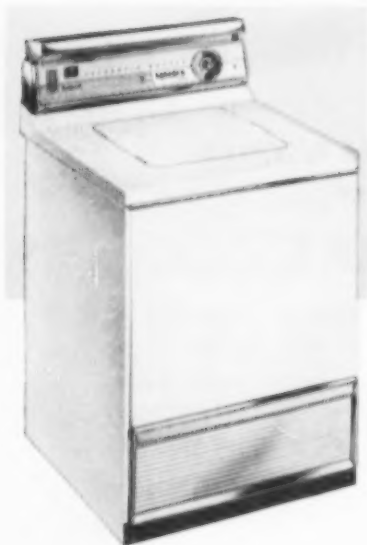


Hotpoint Deluxe Automatic Washer

Model LW44—Has all the features of the LW43 plus Pre-Selected Wash Time, Pressure Fill with Partial-Load Control, New Built-In Lint Filter, Filtered Overflow Rinse, Choice of Rinse Water Temperatures, Lighted Back Panel, and Color-Styled Red Agitator. **Model LWS44**—Has all the features of Model LW44 plus the economical Suds-Stor Automatic Water Saver.

CONTEST IS OPEN THROUGH DECEMBER 14, 1957

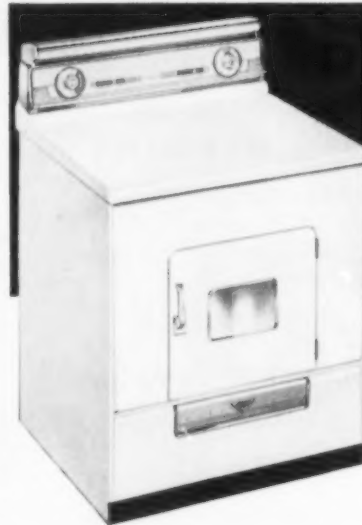
SEE YOUR HOTPOINT DISTRIBUTOR ABOUT THIS TRAFFIC-BUILDING PROMOTION—TODAY!



Hotpoint Super Deluxe WONDERINSE Washer

Model LWW45—Has all the features of the LW44 plus gentle Rubber-Finned Agitator, Deluxe Control Housing and Cabinet Trim, Fluorescent Lamp, Color-Lighted Pushbuttons, choice of economical Cold Water Wash, and Automatic Wonderinse Injection.

Model LW45—Same as LWW45, but without Automatic Wonderinse Injection.



Hotpoint Combination Washer-Dryer

Model LY1—Complete home laundry in one space-saving unit. Washes and dries in one continuous sequence of operations. Merely load the clothes, add detergent, set the convenient controls for the required washing and drying, touch the Master Control Button and the "Combo" does the rest—automatically! Can also be used as a Dryer only, or as a Washer alone.

LOOK FOR THAT **Hotpoint**

DIFFERENCE

(your customers do!)



Automatic Washers • Clothes Dryers • Combination Washer-Dryers • Electric Ranges • Refrigerators • Food Freezers • Air Conditioners • Customline • Dishwashers • Disposals • Water Heaters • Television • HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44

Coming events

cast a

SYLLOUETTE *

Another
dramatic
achievement
in
TV design
and
merchandising
by

SYLVANIA

Watch for the exciting
announcement from your
SYLVANIA Distributor

trends

REGION BY REGION

(continued)

It is no secret that many Canadian dealers are alarmed by the drop in TV business. It is also no secret that a top man of the CBC has hinted that the Canadian policy is to wait-and-see on color TV. He has warned that color TV sets cost much more than black-and-white sets and programming costs would jump some 25% in Canada.

Canadian retailers may soon find they can no longer obtain U.S. appliances to sell. Although imports of refrigerators, home and farm freezers, and others are lower so far this year, Canadian officials say washing machines and other appliances are moving into the Canadian market at a faster pace, with the point being that most of the U. S. supplies are cutting heavily into the Canadian manufacturer's share of the available market. With a strongly protectionist administration now in Ottawa, dealers feel that no long-range plans to handle imports can be made.

As instances of what is happening in the Canadian market this year, it is pointed out that while refrigerators are not being imported in as large quantities this year as last, still these imports are equal to almost one-third of the sales of Canadian producers. Imported washing machines are equal, too, to no less than about 12% of the sales of Canadian producers.

In fact, there is strong support for the views expressed by the head of the Canadian Electrical Assn., R. D. Harkness, who is also president of Northern Electric Co., Ltd. "In 1948, the percentage of total imports of electrical goods into Canada in relationship to consumption of electrical goods was about 15%," he said. "By 1956, the proportion of imports had increased to 25%, with some product lines showing even larger proportional increases.

"When we observe that imports of electrical goods into the United States represent only about one quarter of 1% of the value of electrical goods consumption we can see how potentially dangerous for the electrical manufacturing industry in Canada is this rising trend of imports," he pointed out.

End



Belden RANGE CORDS

Restyled for easier application and economy! Belden Range Cords give you the easy, permanent, trouble-free installation that satisfies your customers. No costly service calls! Typical of the quality in the Belden complete line of household cords.

BELDEN MANUFACTURING COMPANY
4675 West Van Buren Street, Chicago, Illinois

IF IT'S WORTH A SERVICEMAN'S TIME
IT'S WORTH A BELDEN CORD

Belden
WIREMAKER FOR INDUSTRY
SINCE 1902
CHICAGO

Available in 36",
54", and 72" lengths.
See your Belden
Distributor

9-17

Magnet Wire • Lead Wire • Power Supply Cords, Cord Sets and Portable Cord • Aircraft Wires
Welding Cable • Electrical Household Cords • Electronic Wires • Automotive Wire and Cable

Dormeyer is First Again!

WITH THE ONLY

5-Year Guarantee on Power Tools



The Dormeyer Golden Crown Guarantee... against defective workmanship or material for a period of five years on any one of these great Dormeyer Power Tools!



Dormeyer 1/4" Drill
Model 5-2202



Dormeyer 1/4" Drill
Model 5-5201



Dormeyer Sabre Saw
Model 5-8000



Dormeyer Saw
Model 5-7200



Dormeyer Orbital Sander
Model 5-4100

See your Dormeyer salesman — get the complete facts now. Cash in on this powerful sales tool. You can sell Dormeyer with guaranteed confidence, because your customer can use Dormeyer with guaranteed confidence.

DORMEYER

Power Tool Division
Chicago 10, Illinois

Arvin

ALL-TRANSISTOR RADIOS

WITH "COME CLOSER" LOOKS

AND "TAKE-ME-HOME" TONE!

The way folks go for transistor radios is the biggest thing that's happened to radio sales in years. And nobody—but NOBODY—has a transistor line with greater appeal than Arvin.

Unlike many manufacturers, Arvin uses only premium quality, high-output transistors in all models. Their engineering excellence, their "come-closer" looks, and their "take-me-home" tone make these Arvin all-transistor radios fun to demonstrate and sell!

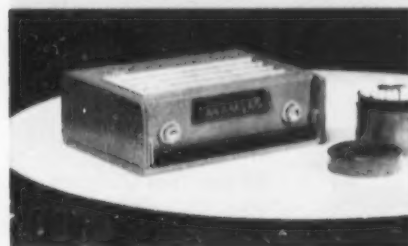
2 Pocket-Size Peak Performers

Designed to get you a lion's share of the big new demand for hands-free, carefree listening! Each weighs less than a pound. Thumb-knob tuning; automatic volume control; one long-life battery; pocket clip that serves as easel support; distinctively styled unbreakable plastic cabinet. Earphone accessory extra. Model 8576 (large illustration) 5 transistors—black or turquoise, \$44.95*. Model 8577, 6 transistors—ebony, Siamese pink or off-white, with gold trim, \$54.95*



Unbreakable Case—Unbeatable Value. Six lifetime transistors in a lifetime cabinet of Arvinyl-on-Aluminum. Stays fresh-looking, unmarred, unscarred through years of use. Planetary drive. Printed wiring. Off-white or tan, gold trim. Model 9574—\$59.95*

Double Pleasure—7 Transistors. With exclusive flip-switch dial, this clever Arvin is both a stunning home radio and a super-powered portable. Battery life? A dealer ran one non-stop for 2380 hours. Printed wiring. In British tan or brown alligator. Model 9562—\$79.95*



AND 3 NEW 3-WAY PORTABLES!

4 TUBES PLUS RECTIFIER • PRINTED WIRING • AUTOMATIC VOLUME CONTROL



NEW! Arvinyl-on-aluminum case of mar-proof gray tweed plastic over unbreakable aluminum. Magnetenna in handle. Tops in style. Model 8571, \$31.95*

NEW! Fresh appeal for eye and ear! Luggage-type cabinet with leatherette cover in green or light tan. Shoulder-strap included. Model 8572, \$39.95*

NEW! Quality throughout. Lifetime Arvinyl cabinet in red or turquoise leatherette, with gold trim. Magnetenna in handle. Model 8573, \$34.95*

*Suggested retail prices for Zone 1, less batteries.

NATIONALLY ADVERTISED

Electronics and Appliances Division

Arvin INDUSTRIES, Inc.,
Columbus, Indiana

Arvin also makes Portable Electric Heaters, Electric Fans, Car Heaters, Ironing Tables, All-Metal Leisure Furniture and "Charky" Grills

THE LOUDSPEAKER

To the Editor:

Bill Courtenay, Farm Journal's director of electrical industry relations, came up with the story of the farmer with the million dollar payroll.

This farmer lives in up-state New York, runs an all-electric dairy and poultry farm, uses 26,000 kilowatt hours of electric power a year.

With a quick credit to a General Electric engineer who told Bill that the average manual laborer's daily output of energy is equivalent to 35 watts of electric energy, Bill's figures go this way:

35 watts per hour x 8 hours per day x 240 days a year equal 67 kwh.

That's one man. It would take 388 men to put out 26,000 kwh. You're lucky if you can hire a good man on the farm for \$250 a month. It would take \$1,164,000 to hire 388 men for a year.

But at 2¢ per kwh, this New York farmer is paying out only \$520 a year for the electric power that does 388 men's work. Obviously, then, he's ahead \$1,163,480.

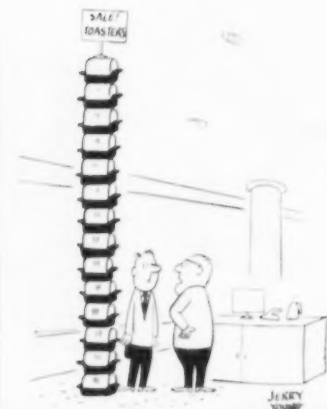
Who says the farm market isn't rich?

VERNON VINE
Director of Editorial Relations
FARM JOURNAL,
Philadelphia 5, Pa.

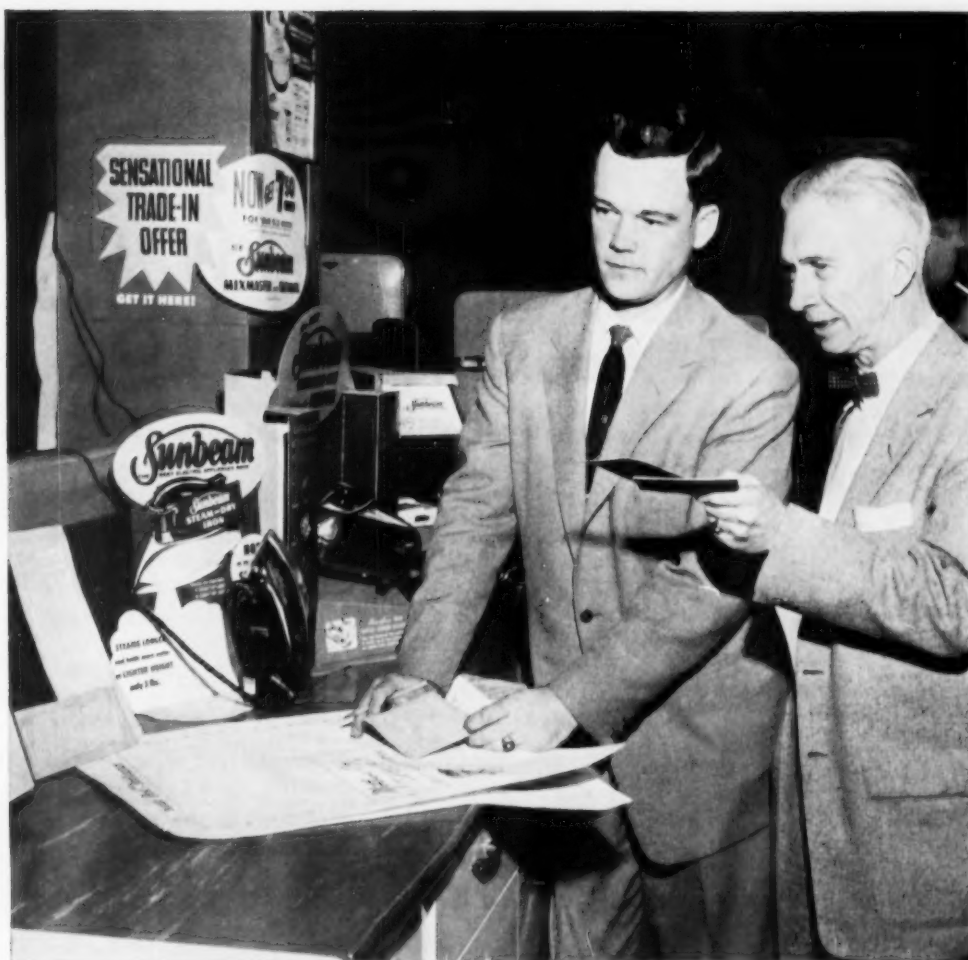
To the Editor:

I always enjoy the back page editorials in ELECTRICAL MERCHANDISING, but I think October's "Don't Kill the Horses" hit a new high. I thoroughly enjoyed reading it and it makes a lot of sense. I'm sure that a lot of distributors will take heart with what you have to say. Congratulations and keep up the crusade!

E. R. Taylor,
Executive Vice President
MOTOROLA, INC.,
Chicago, Ill.



"I DON'T CARE HOW MUCH FLOOR SPACE YOU SAVE, MYRON. TEAR IT DOWN!"



Working out a special Mother's Day promotion is a task for Graybar Salesman Ken Wilkins and appliance dealer Jack Mulhern. Close cooperation is the keynote to greater appliance

sales. Like most Graybar Salesmen, Ken utilizes his promotional background and appliance sales experience to advantage in planning first rate houseware promotions with his dealers.



Here, Ken Wilkins points out sales features of a new product to Mulhern Salesman Hal Askland. (Note window display of electrical appliances in background.) Handling a wide variety of brand-name appliances on a day-to-day basis gives Graybar Salesmen an intimate knowledge of product lines, and makes them a valuable source of sales information.



Giving a dealer's salesman a helping hand in changing a display to feature summertime items is another of the functions of Graybar Salesmen like Ken Wilkins. Shown here are some of the traffic building fans, mixers, broilers and irons featured at Mulhern's Appliance Company, Bellingham, Washington.

"Graybar has been giving us the service we've needed for 21 years"



SAYS: JACK MULHERN, Owner, Mulhern's Appliance Company, Bellingham, Washington

"The extent of service provided by suppliers is our buying guide. That's one of the reasons we've been doing business with Graybar since 1935.

"Bellingham is ninety miles from our prime source of electrical merchandise, Seattle. It's vitally important that we

maintain a well-balanced inventory of brand name appliances. And it's equally important that we can depend on emergency deliveries of electrical housewares when necessary. Graybar has always satisfied these prerequisites.

"Moreover, we like the calibre of Graybar personnel. They help simplify our selling job. We appreciate their close

cooperation and we value their well-informed advice about products, prices and promotions. This type of information and assistance goes a long way in building volume traffic.

"Rendering this kind of service is the best assurance that Graybar and Mulhern's will be doing business together for many years to come."

677-611

Your Customers **WANT** the popular appliances...

GRAYBAR ELECTRIC CO., INC.

Executive Offices:
Graybar Building, 420 Lexington, Ave., New York 17, N. Y.

recommended by
Graybar

IN OVER 130
PRINCIPAL CITIES

WITHOUT AN EQUAL

GELOSO!

MINIATURE HI-TONE TAPE RECORDER

* Smallest * Lightest * Really Portable
* True Fidelity * Jamproof * Full Profits

Never has a tape recorder offered dealers so many selling features! The Geloso! has no competition. It's the smallest ($5\frac{1}{2} \times 5\frac{7}{8} \times 9\frac{7}{8}$), lightest ($7\frac{1}{2}$ lbs.), yet it records music or voice with the true fidelity of much larger and more expensive units. Here's your opportunity to take advantage of the new markets this truly portable offers: doctors, clergymen, lawyers, educators, salesmen, entertainers, lecturers, businessmen, etc., and it may be used at home, in the office, or in a car . . . anywhere. Parts and service in all major markets. Complete with ultra-sensitive microphone; tape, take-up reel, and cordovan finish carrying case.

\$179.95 retail

GELOSO!



BURTON BROWNE New York

See your Geloso distributor today,
or write to:
Samuel J. Spector, president
AMERICAN GELOSO ELECTRONICS, Inc.
312 Seventh Ave., New York 1, N. Y.
Lackawanna 4-9936

ECONOMIC CURRENTS

What's Wrong With Appliances-TV?

By the McGraw-Hill Dept. of Economics

IT IS CLEAR now that the over-all economy will reach a new high this year. At the same time, appliance sales have been lagging and only with a tremendous surge in the last quarter can they even attain the levels of last year. Thus, the question facing all appliance dealers is: What has happened to the appliance market?

Of course, there is no one single answer to this question. There are many reasons why appliances either sell or don't sell. But at least a large part of the answer can be found in what has been happening to inventories and competition.

KEY FACTOR. One of the key factors in the appliance picture is the market ups and downs in production. Appliance production in a period of business expansion has risen more than manufacturing production as a whole—but in a period of business decline appliances have dropped more than total manufacturers' output.

But these violent swings in production have not truly shown the trend in consumer buying—because, even though household durables production has been acting like a yo-yo, the consumer has been plodding along making his purchases at a remarkably steady rate.

It is true that total consumer durable goods sales have risen in some years and dropped in others. But this is because autos are also included in this category. When autos are taken out, consumer durable sales show a remarkably stable level of consumer spending. This stability stands in marked contrast with the fluctuations in output.

NOT SO BIG A SWING. In the past five years consumer durable sales (excluding autos) have been very closely tied to income. Quarter by quarter since the beginning of 1952 consumer durable sales as a percent of consumer income after taxes have never varied more than 0.3%. Thus the range of durable sales has been from 6.6% of disposable income to 6.9%.

Why, if sales appear to be so stable, are there such large fluctuations in production? One reason which is obscured by the figures is that the "appliance market" covers such a great variety of different goods. So, even if it is true that consumers have spent a fixed proportion of their income on these goods, there has been considerable shifting among the kinds of appliances they buy. And the problem facing the manufacturer is: When will the consumer start to shift his preference?

OVER GOES THE APPLE CART. When the consumer stops buying a particular appliance and turns to another, the result is a rapid pile-up in inventory—and probably with little warning. This has recently happened with TV. Even though TV production has declined almost steadily since the end of 1955, production until recently has still been outrunning consumer demand. Thus, stocks of TV sets on the hands of manufacturers and dealers more than doubled between the middle of 1954 and the end of 1956.

Sharp cutbacks in TV production were ordered early this year. But only in the past few months has this proved effective in cutting down inventories. By the middle of this year stocks were down 20% from the beginning of the year.

(Continued on page 36)

BEAT THE PROFIT SQUEEZE

or The Secret of the Vanishing Profit Margin



We hear many complaints in the trade about the shrinking profit margin in appliance selling. More and more dealers are looking toward lines that give them the opportunity for full margin—and that is exactly what Blackstone offers you. Consider the advantages of a line that you can sell on a quality basis—and at the same time earn full profit margins!

Blackstone has the quality you can sell at full margin

The entire Blackstone line has advanced design, soundly engineered construction and excellence of workmanship that lets any salesman worth his salt go to work. Show prospects the stainless steel, inside and out, on a Blackstone. It's more than just pretty. It's serviceable,

stain-resistant, rust-resistant, chip-proof, lasts longer. Point out the tangle-free, tapered tub design of a Blackstone, its infinite temperature selection, its basic worth as a sound home investment. Above all, bring out its efficiency in washing clothes clean and sweet—without re-use of any water. And don't forget to stress the serviceability of Blackstone — *with the lowest service cost in the industry.*

Blackstone helps you sell to the top, too!

A well-balanced line (without large inventory) makes trade-up easier when you sell Blackstone. Each model has high margin without price padding. An exclusive franchise protects your sales area, and there's plenty of hard-selling sales material to help you and your sales force make sales.

Here are some important clues to better laundry business



- fully automatic
- stainless steel top and tub (also available in white silapon)
- vibrationless
- tapered, grooved tub design
- proved agitator action
- scum-removing flush rinse
- infinite water temperatures
- Flex-A-Trol dialing
- efficient lint filter
- direct, mechanical control
- Red Petticoat accessory

Here's your top money-maker from Blackstone . . . the new Royalist washer. Its recognized value commands the price that affords you full margins . . . puts you into the rapidly expanding value market.

Blackstone offers a full laundry line . . . there's a feature-packed model for every prospect.

next ad see the clues on Blackstone's matching Royalist Dryer.

Join
the
Force

distributorships and dealerships available
clip this coupon for further information

Blackstone

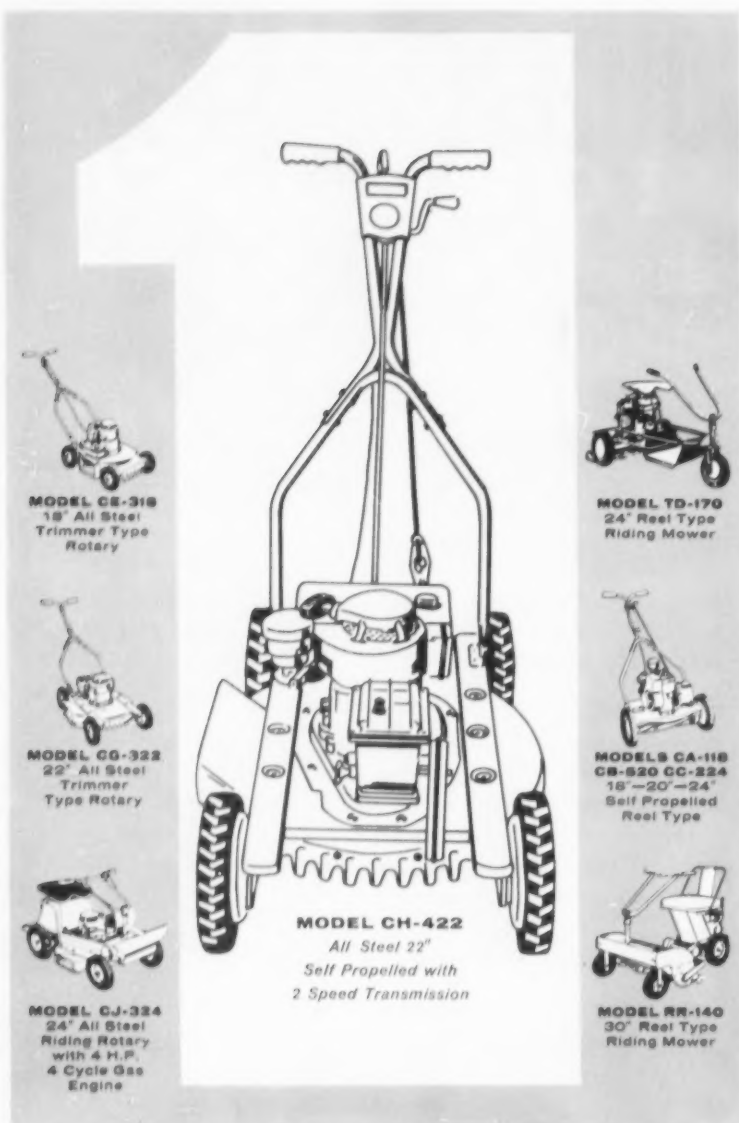
America's oldest washer manufacturer

SINCE 1874

BLACKSTONE CORP. DEPT. D2 1111 Allen Street, Jamestown, New York

Show me how I can make more money with Blackstone

Name.....
Company.....
Address.....
City.....State.....



In 1958...one line to sell
every power mower prospect!

Certified

Built to sell . . . stay sold and bring profit to the dealer . . . that's CERTIFIED for 1958. Here is a complete line of power mowers in both reel and rotary models . . . walking or riding to cinch every sale. Competitively priced to meet and beat competition and packed with quality. Sell CERTIFIED in 1958 and you too can make real profits.

MANUFACTURED BY
WESTERN TOOL & STAMPING CO.
World's Largest Producer of Power Lawn Mowers

2725 SECOND AVENUE • DES MOINES 13, IOWA EM-2

WRITE TODAY FOR THE COMPLETE CERTIFIED PROFIT LINE STORY

SENSATIONAL
NEW
POWER ARM
with attachments



ECONOMIC CURRENTS (continued)

EFFECT OF NEW PRODUCTS. One of the big reasons for a shift in consumer preference is the introduction of new and improved products. Consumers have been quick to purchase those new products which offer convenience or more comfort. Air conditioning is showing such large year-to-year increases that it is well on its way to becoming one of the top-volume lines.

Built-in ranges have caught the consumer's fancy and sales this year will probably top last years. Other items such as electric frying pans and steam irons have also been doing well while older types of appliances have been sagging.

There is no way to eliminate this competition among the different appliances, nor would eliminating it be good for the appliance business: As long as both new products and improved lines of familiar appliances are produced, they will continue to attract consumer attention. Unchanged older lines will suffer. But the important point is that consumers seem to buy appliances at a steady rate—as long as they have the money—and there is nothing in the near future to indicate that they won't.

The inventory picture meantime appears to be correcting itself. It seems clear that inventories are already becoming less of a problem because several manufacturers have already announced that their fall lines in washers, dryers and TV sets will have higher price tags. And these are exactly the lines where recent production cuts have been most pronounced.

PICKUP AHEAD? In the next few months production is likely to pick up—once wholesale and manufacturing inventories are brought into line. If consumers go on spending a steady percentage of their income for durables, then the present rate of production is not going to be high enough to meet consumer demand.

End



"NEVER MIND THE THEATRICS BENSEN,
JUST SELLI"

60

3-WAY COMBOS

- MODERN
- TRADITIONAL
- PROVINCIAL
- CHINESE



- WALNUT
- MAHOGANY
- LIMED OAK
- MAPLE
- EBONY

Model No. KD119W

MORE STYLES!

Sell from Olympic's hi-fashion stylings that meet all your local customer preferences... Modern, Traditional, Provincial, Chinese! Sell from a complete selection of decorator cabinets in genuine fine furniture woods... Sable Walnut, Limed Oak, Mahogany and Maple, plus Ebony-finished Hardwood!

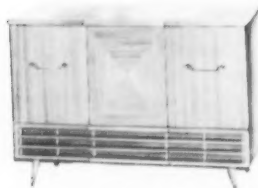
MORE FEATURES!

Sell Hi-Fi TV with 3-D, the new Olympic "exclusive" that adds Dynamics, Definition and Dimension to TV sound! Hi-fi TV... hi-fi AM/FM radio... plus hi-fi 4-speed phono... "3-way fun all in one... for the price of TV alone!" High-fidelity multiple speaker sound system, power transformer chassis!

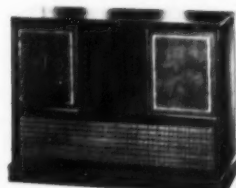
MORE PROFITS!

Sell more, profit more, with the industry's most successful pricing-merchandising formula and widest variety of models... that gives you a free hand to meet competition and win top profits! Plan your sales for profits you will keep, with Olympic's consumer-tested, premium value combinations!

THE INDUSTRY'S MOST COMPLETE COMBINATION LINE!



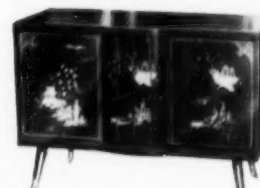
Model No. KH406B



Model No. KD120M



Model No. 1KB88P



Model No. KD119C

Olympic

Get much more! Call your Olympic Distributor!

DIVISION OF THE SIEGLER CORP.



World's Leader in Combinations • TV • Radio • Hi-Fi • Air Conditioners • Olympic Radio & Television, 34-49 38th Avenue • Long Island City 1, N. Y.

AS ADVERTISED IN: LIFE • SATURDAY EVENING POST • LOOK • HOUSE BEAUTIFUL • EBONY • N. Y. TIMES MAGAZINE



Your money tree grows faster with a Westinghouse Custom Kitchens Dealer Franchise

Big Profit Potential . . . Westinghouse does not overload the market with kitchen dealers! This gives *you* a broader market, with full mark-up on big ticket sales . . . giving *big profits*.

Product and Planning Advantages . . . Westinghouse Custom Kitchens Program assures *better* than your share of market in this expanding field ---

- with the most complete line of family-styled built-ins to give you competitive advantage of design and price range to suit all prospects.
- with unique Seasonal Promotions launched periodically, to give a focal point to selling, a freshness to your sales floor, a reason for traffic.

Realistic Merchandising . . . Full-color national magazine ads like the opposite page spearhead these important promotions ---

- complete Promotion Kits, including banners, streamers, literature, 4-color folders and postcards, other sales-making items, plus color movies, TV presentations on *Studio One*.

The Westinghouse Money Tree can be yours . . . ask the Westinghouse Distributor nearest you about the availability of a Custom Kitchens franchise . . . or write to the Custom Kitchens Department, Westinghouse Electric Corp., Mansfield, Ohio.



YOU CAN BE SURE ... IF IT'S

Westinghouse



DREAM YOURSELF A KITCHEN...

your Westinghouse Custom Kitchen Dealer will make it all come true!



This "Golden Dreams" Design invites the outdoors indoors, while the famous Westinghouse built-ins practically banish labor altogether! The dishwasher next to the sink, for instance, sanitizes as it washes service for 10! Exclusive Temperature Monitor Thermostat guarantees 140-degree water. Food Waste Disposer shreds all kinds of food wastes,

washes them down the drain. Automatic Appliance Center, above "pass-through" counter, lets you use 5 appliances at once without blowing a fuse. Stainless steel cooking platform, separated from the table by handsome brass rod dividers, boasts units that plug-out completely for easiest clean-up. Micarta counters resist acids and marring. In

adjacent laundry Westinghouse Space-Mates tuck into 25" of space. Laundromat below, washes better, rinses better, cleans itself. Direct air flow Dryer fluffs and freshens clothes. Wash and dry full family load at the same time! Clever herb garden is fed from test-tube formula, needs no soil... always supplies fresh herbs for cooking.



Handsome Westinghouse 8.9 cu. ft. automatic defrosting refrigerator... also has separate 140-lb. home freezer with handy roll-out basket.

DETAILED VIEWS IN "Golden Dreams" folder that's yours free, at your dealer's, or write Westinghouse Custom Kitchens Dept., 244 E. Fourth St., Mansfield, Ohio.



Brightly colored file boxes at planning center make a decorative spot. And when it comes to showing off the "chef", there's baking unmatched in all the world in those 2 Westinghouse built-in 17" ovens, Miracle-sealed for perfect baking in any location, on every rack. Controls below, out of heat zone!

"Golden Dreams"... that's the name of this newest Westinghouse Decorator Design, and stepping into it is like stepping into bright, carefree sunshine. Gay Confection Color built-in appliances are the keynote that's echoed in counter tops, cabinets, floor covering... even wallpaper and table linens. And everything in sight can be yours just as you see it, for surprisingly little at your Westinghouse Custom Kitchen and Laundry Dealer's. Or, if you prefer he'll help you adapt the "Golden Dreams" to your present kitchen area, or work with you on any design that strikes your fancy. He's the man who can make your ideas workable... livable... economical.

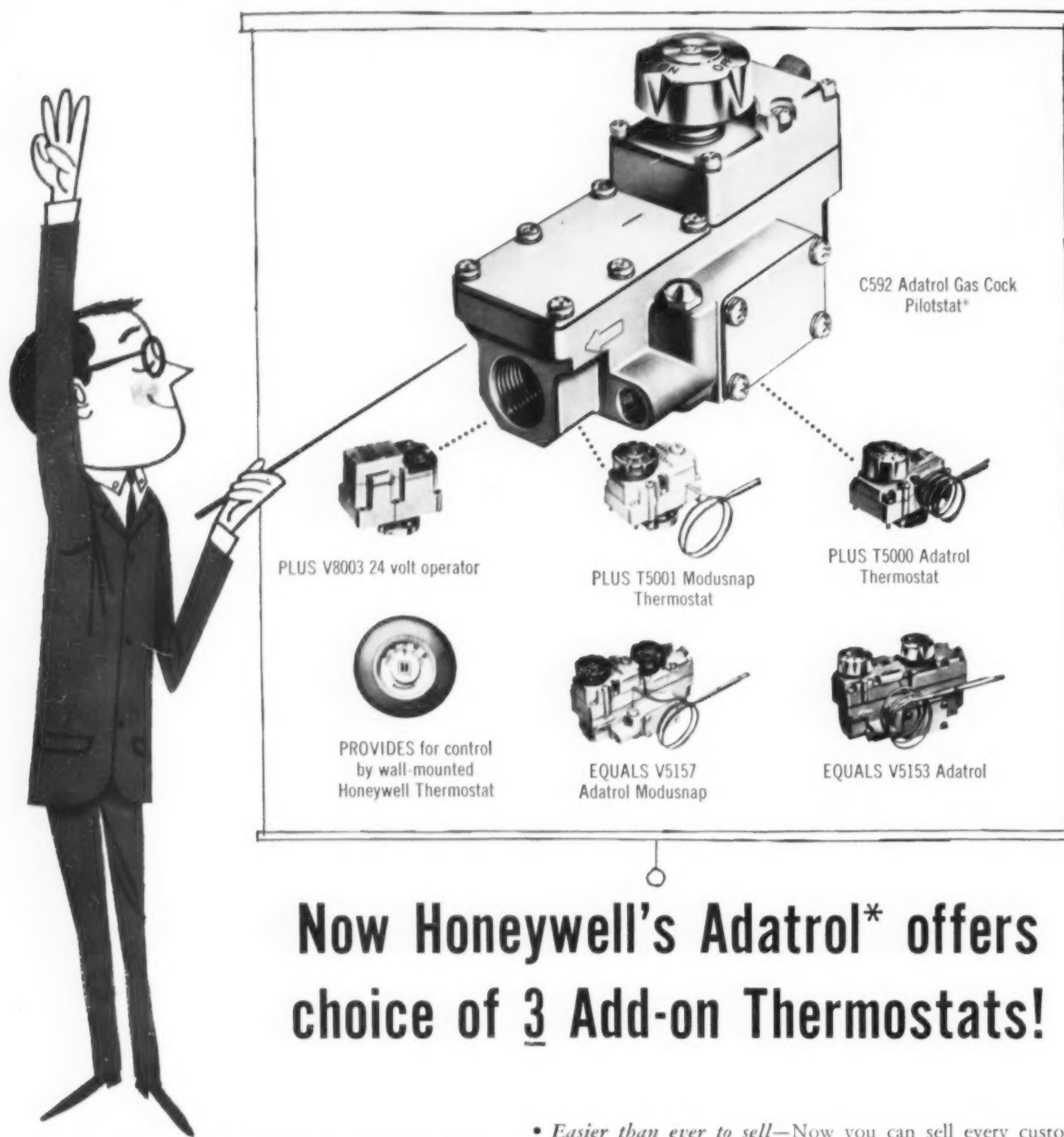


YOU CAN BE SURE...IF IT'S



Westinghouse

New flexibility in thermostatic control for room and wall heaters



Now Honeywell's Adatrol* offers choice of 3 Add-on Thermostats!

1. *Adatrol with wall-mounted thermostat.* The NEW V8003 24-volt operator now makes possible the control of room and wall heaters from a wall-mounted Honeywell Round Thermostat. (New V8003 is available with plug-in transformer.)

2. *Adatrol with Modusnap* Thermostat* which has both snap-action and modulating control.

3. *Adatrol with snap-action thermostat.*

• *Easier than ever to sell*—Now you can sell every customer because you offer *specific* thermostatic control best-suited to individual needs. You can sell budget minded customers the pilotstat *now*—and their choice of add-on thermostats later. You stock only one basic Pilotstat plus thermostat choices.

• *Easy to install*—Five minutes is all it takes to install any of the three Adatrol combinations—based on actual tests.

• *Easy to double your profits*—You double your profits when you sell room and wall heaters with Adatrol in any combination.

To order Adatrol in any combination, or to get further information, call your local Honeywell office. Or write Minneapolis-Honeywell, Dept. EM-11-257, Minneapolis 8, Minn.

Honeywell



First in Controls

*Trademark

Mort Farr Says . . .

Get Aboard the Records Boom



Mort Farr, Upper Darby, Pa., appliance-TV dealer

IN a year of declining sales for many appliances, there are two items which are not only holding their own, but also showing spectacular gains—hi-fi record playing equipment and records. Together the sale of these two could reach \$800-million in volume this year. Record sales are 35% ahead of last year—when the rate of growth was also a little short of phenomenal.

RECORDS AND HI-FI. Many dealers have already recognized the sales and profit potential in the handling of hi-fi, but many have not been aware of the possibility for additional volume from records. In my most recent trip across the country I found that the largest and most successful retailers of hi-fi equipment have their own record departments. It seems that the successful promotion of higher priced hi-fi goes hand-in-hand with a good selection of records and the necessary help to guide the customer in their selection. In many of these stores the record department does a good volume and profitable business, but even if there were no accounting profits, there would be definite advantages to a specialty TV-hi-fi dealer.

RECORDS BUILD TRAFFIC. The purchaser of a hi-fi instrument usually purchases large quantities of records within the first few months. If the record business does nothing but hold that customer and bring him back repeatedly to your store, it is well worth while. It can however, do much more. The sale of phonograph records can create traffic from other people who have had record players for years and from those who have purchased new hi-fi equipment from other dealers or component sellers. Even if you do not make any profit at all on the sale of records they will give you floor traffic, and expose many people to the merchandise you sell.

In presenting my views on the sales of records, I do so from experience. I am now and have been in the record business for over 30 years. When I say from experience, I mean from bitter experience; I have gone thru periods of low sales volume, sudden price drops, obsolescence due to speeds and tastes. I recognize the present trend to competition from drug stores, book stores, vending machines, super markets, discounters and other outlets. I am aware of record clubs and mail order competition and the special concessions to volume operators, but still feel that the outlook for more and better business was never more rosy.

SALES WILL JUMP. Sales for the next five years will probably increase by 50 to 75% over present levels, according to authorities in the industry. There are other factors which make for stability in the business. First, there is more standardization of speeds. The future seems to be in two speeds, the 45 and 33 $\frac{1}{3}$ discs. Prices are now at point where they probably will not be substantially reduced. Rising costs of production and talent, plus the necessity for pre-selling, promotion and better packaging practically assures us that drastic price cuts across the board are no longer probable even with expanded volume. The trend toward deluxe high priced albums for hi-fi fans may help step up dollars and profits. The very fact that new outlets display and sell records but are limited in their selection is favorable to the store carrying a well stocked and wide selection of albums and records.

MORE CUSTOMERS COMING. It is estimated that there are 20 to 25 million turntables in customers' homes, but that about only 20% of these owners buy records. The reawakening of interest in better reproduction will greatly broaden the base for the distribution of records and should bring many new customers into our stores for both records and players. With more leisure to listen and more preselling by TV and radio, the appetite for our canned music will be growing and growing.

HOW TO SHARE. How can a dealer expect to sell records at list in the face of all the competition? First, as in his appliance merchandising he can render a more personal service. Many people want help and guidance in their selection and a good record manager knows his music and knows his catalogs. Second, he can offer much better selection. The other type outlets need faster turnover and therefore stock hit records only. He can offer credit and an initial record selection delivered with a hi-fi may be financed through any bank or finance company and good credit customers buy more when they can charge them. Finally, there are many deals now in the record business enabling you to merchandise and give good bargains and still get a fair mark-up.

HOW TO GET IN. What is needed to get into the record business? To begin with, don't think of getting into records if you cannot spare three or four hundred feet of floor space. Modern merchandising of records requires that

all albums and records be displayed for browsing. It is essential to have a record manager or clerk who knows music, but can still sell. Some facilities for demonstrations of records is essential so customers may listen to unfamiliar titles. This is important too in maintaining a strict no-return policy in the sale of records. It should be printed on all sales slips and rigidly adhered to, or customers will take advantage of you and you will be left with a stock of second-hand discs.

The best hi-fi customers will insist on a record that has not even been demonstrated earlier. Keep up on the Hit Parade in pops and always have the newest hits in stock before they reach the hit list, so that your store gets a reputation for having all the latest. It is important to buy pops with either a 100% return privilege or keep a close check on their movement. Most classical albums today may be exchanged by the distributor for other albums of the same list price if you buy some that do not sell in your store. If you get into the business, or are in it now, be alert for pilferage. Records are easily carried out.

DON'T BE HALF-IN. You can't get into the record business in a small way. If you attempt to carry only a limited stock or just the hits, your sales will surely dry up. You must have the full catalog of the leading records. Don't get into the record business and expect immediate profits. It may take two or three years, but in the meantime you will profit by traffic and increased hi-fi business. Don't overlook the sale of tape for home tape-recorders, and the new pre-recorded tapes.

As for actual investment necessary, it is best to call in the distributors of the top lines and get their advice. Dating plans are usually available at this season and 30 to 40% of your year's business may be done in November and December. In major markets it may be possible to get records on consignment at slightly reduced discounts from the new firms recently set up to do this type of business.

If you go into the record business do not forget the profitable accessory business that goes with it. There is volume and good profit in the sale of needles, particularly those of the diamond variety, replacement pick-ups, record racks and cabinets. Record cleaning accessories are also in constant demand.

The record business is going to be a half-billion dollar business in the next few years . . . you may as well cash in! *End*

NEW UNIVERSAL *Cookamatic*

The best in "Probe-Type" Appliances
by the pioneer in controlled

1. Exclusive "LONG PROBE" Cookamatic Control

Extra-long, all-aluminum probe covers greater cooking area of each utensil. Reacts quicker and far more accurately to changes in temperature than shorter, steel probes. This extra length assures perfect cooking heats with a minimum of temperature variance.

2. Exclusive "BALANCED HEAT" Distribution

Universal's heating element and probe housing are scientifically sized and shaped for each individual utensil and the type of cooking for which it was designed. This results in even distribution of heat over entire utensil for perfect cooking results.

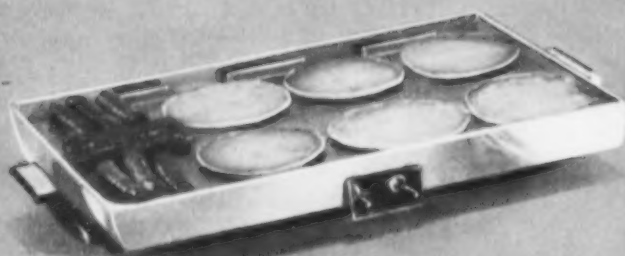
Just Dial the Heat
with this Interchangeable
Cookamatic Control

Larger, easy to see, easier to adjust dial
than others. Plugs in under handle, out
of cook's way, out of harm's way.

\$6⁹⁵

ONE MAGIC CONTROL

Gives you faster, better "Surface Cooking"



Automatic Griddle
\$16⁹⁵



COOKAMATIC CONTROL
DETACHES SO EACH
APPLIANCE CAN BE
WASHED COMPLETELY
UNDER WATER!



Automatic Frying Pan
Medium or large size.
Metal or glass "Peek-in" cover extra
from **\$12⁹⁵**

Controlled Cooking

with 2 great exclusives
heat cooking

EXTRA \$6.95 CONTROL

FREE

when you buy this 4-piece
Hostess Display Pack

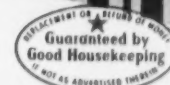
**YOU MAKE AN
EXTRA \$6.95 PROFIT!**

Get this beautiful counter display box with 3 Cookamatic appliances and a Control plus an extra Control free! Full self-selling information in the cover. Use the extra control to help sell a whole set of Cookamatic Appliances, or sell it separately with one for an extra bonus profit of \$6.95.



CALL YOUR DISTRIBUTOR TODAY!

Ask him about the big national
program planned to boost your sales!



SERVES THEM ALL!

than you can get on any range!



Automatic 5-Quart Saucepan
Including self-basting cover and trivet
\$18⁹⁵



Automatic 3-Quart Saucepan
Including self-basting cover... **\$14⁹⁵**

USE-TESTED
by McCall's

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



Cleveland distributor jumps sales with unique Tide promotion— sells 212 extra washers in 6 weeks!

Don C. Uhl, General Sales Mgr., G. M. Nutter Corp., Cleveland, Ohio

How do you sell extra washers when your inventory begins to build up and your sales volume begins to go down?

"Last Spring," says Don C. Uhl, "we were looking for some gimmick to keep things moving and give our inventory balance."

"Well, we came up with this idea to increase our sales to the small dealers—the guys who usually buy one washer at a time. We told 'em if they'd buy an extra washer—we'd give 'em two plastic laundry baskets for just two dollars plus a full case of Tide."

"Now that breaks down to a premium cost of \$1.00 to the dealer for each machine. And where else for a dollar can he find a premium with so much appeal that's worth over \$8 retail?" asks Mr. Uhl. "That's

really about the lowest cost premium a dealer could ask for.

"Our costs were small, too, but our results were mighty big. We sold an extra 212 washers in six weeks! What's more, our dealers found with this added incentive to customers they could sell the washers, too. You know, a laundry basket filled with boxes of Tide sure looks like a mighty big premium."

"And it sure was a simple premium promotion. We put a case of Tide inside two laundry baskets, shipped it to the dealer with his order. He'd open the case and fill each laundry basket—half a case in each. Then many of 'em would put a sign saying, 'Free—with every machine' on one of the filled baskets and put it in the window. And boy, they really moved a lot of washers!"

"I guess it proves one thing sure—if you've got a good premium, you can really sell washers any time—even in a sales slump. Anyway, we sure did—thanks to this special premium with Tide."

Take a tip from Mr. Uhl—here's how you can use Tide as a premium to increase your washer sales:

1. Obtain Tide through your Tide Appliance Trade Representative* at less-than-wholesale price!
2. If you're a distributor, offer Tide (alone or in combination with another premium like a laundry basket) to your dealers as a sales-builder.
3. Have your dealers offer Tide (alone or with a natural tie-in like a laundry basket) to their customers to close sales.

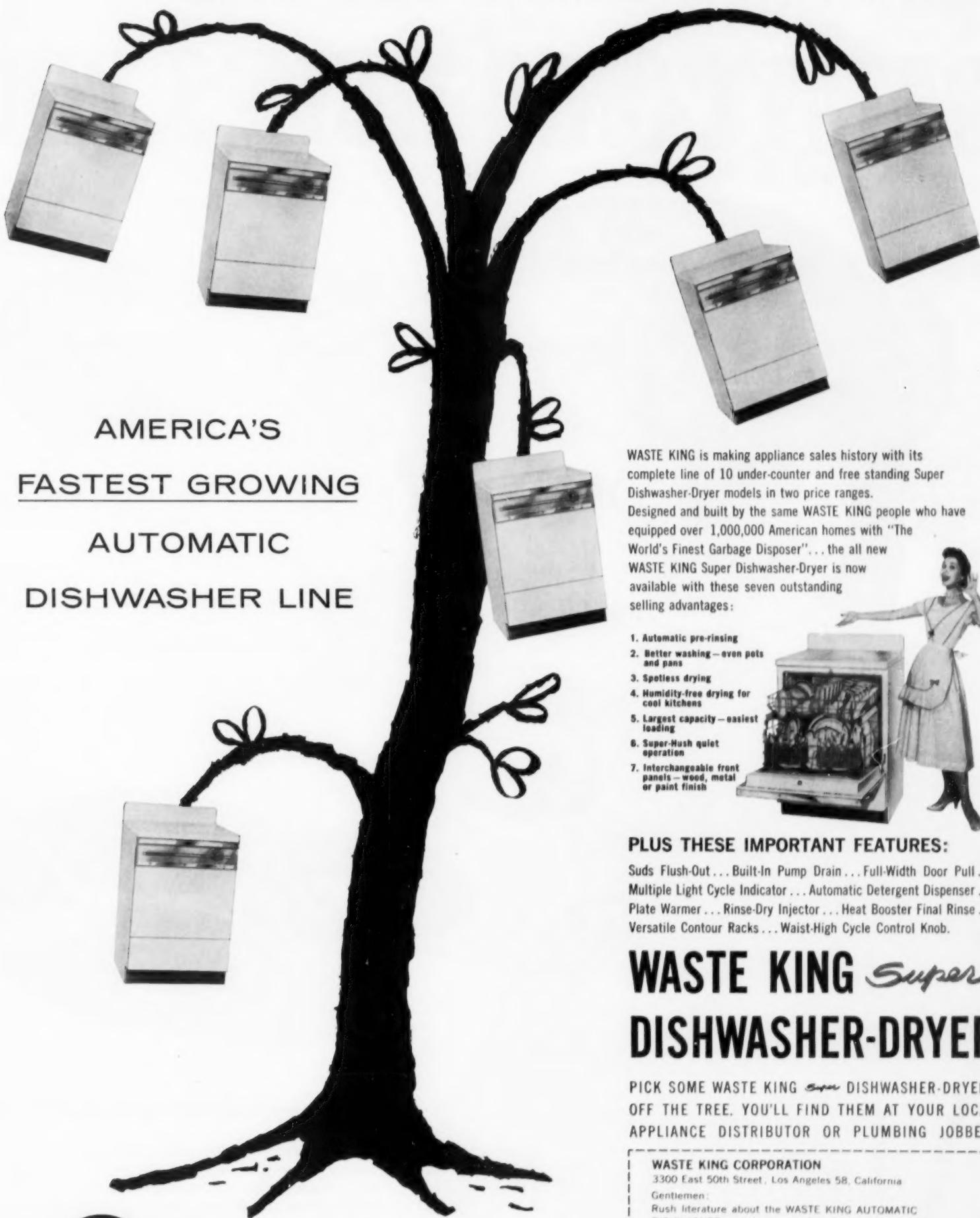


*For complete details and/or the name of your Tide Appliance Trade Representative, write Tide Home Laundering Bureau, 806 Gwynne Bldg., Cincinnati 2, Ohio.

A Product of Procter & Gamble

Promote with Tide—packed in 25 automatics,
used in 25 million homes every year!

AMERICA'S
FASTEST GROWING
AUTOMATIC
DISHWASHER LINE



WASTE KING is making appliance sales history with its complete line of 10 under-counter and free standing Super Dishwasher-Dryer models in two price ranges. Designed and built by the same WASTE KING people who have equipped over 1,000,000 American homes with "The World's Finest Garbage Disposer"... the all new WASTE KING Super Dishwasher-Dryer is now available with these seven outstanding selling advantages:

1. Automatic pre-rinsing
2. Better washing—even pots and pans
3. Spotless drying
4. Humidity-free drying for cool kitchens
5. Largest capacity—easiest loading
6. Super-Hush quiet operation
7. Interchangeable front panels—wood, metal or paint finish

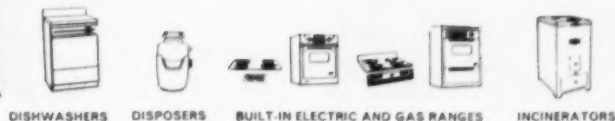


PLUS THESE IMPORTANT FEATURES:

Suds Flush-Out... Built-In Pump Drain... Full-Width Door Pull... Multiple Light Cycle Indicator... Automatic Detergent Dispenser... Plate Warmer... Rinse-Dry Injector... Heat Booster Final Rinse... Versatile Contour Racks... Waist-High Cycle Control Knob.

WASTE KING *Super* DISHWASHER-DRYER

PICK SOME WASTE KING *Super* DISHWASHER-DRYERS OFF THE TREE. YOU'LL FIND THEM AT YOUR LOCAL APPLIANCE DISTRIBUTOR OR PLUMBING JOBBER.



WASTE KING CORPORATION

3300 East 50th Street, Los Angeles 58, California

Gentlemen:

Rush literature about the WASTE KING AUTOMATIC DISHWASHER and the name of my local distributor to:

NAME _____

STORE NAME _____

ADDRESS _____

CITY _____

STATE _____

Stock RCA Victor now—have a Sell-Sational Christmas

COMO HELPS YOU



Low-Priced Portable automatic "45." Plays on AC current. Rust-and-pebble white, or spruce green-and-pebble white. Model 8EY31, \$39.95.

Now—offer 40 Perry Como hits
for \$5.00 with every
Fabulous 45 "Victrola"® you sell



Increase holiday store traffic with

CHRISTMAS GIFT-BUYING can flatten the average customer's budget in practically no time. So, to get more people to do business with you—give them more for their money. That's what this Perry Como promotion does. It offers your prospects real Christmas value. Here's the story: every time you sell a new RCA Victor 45 "Victrola," your customer is entitled to a special Perry Como album of ten "45" EP records, a \$14.90 value, for just \$5. There are songs like "Hot Diggity," "Temptation," and "Wanted."

CASH IN AT CHRISTMAS



Deluxe Portable automatic "45." Plays on AC. Luggage-styled in brown-and-tan, 2-tone blue or 2-tone green simulated leather. Model 6EY3, \$42.95.



Deluxe Table Model automatic "45." Extra-powerful performance. Smartly styled in black-and-gray or maroon-and-buff. Model 8EY4, \$49.95.



Portable High Fidelity "45." Lowest priced true Hi-Fi. Multi-speakers. Styled in brown simulated leather. Mark XII - Model 8HF45P, \$69.95.



Multi-Speaker High Fidelity "Victrola" 45. Richly styled in mahogany, maple or light rift oak finishes. Mark VIII - Model 7HF45, \$79.95 in mahogany.

Lowest Priced 45 "Victrola" with "Golden Throat" tone. Styled in charcoal-and-coral, black-and-gray or white-and-flame red. (7EY1) \$32.95. **Deluxe Model**, large speaker—"Golden Throat" tone. Extra power. 2-tone gray or 2-tone green. (7EY2) \$36.95.



this great RCA Victor promotion

As an extra bonus, the album also includes a fascinating booklet about Perry and his songs.

"VICTROLAS" ARE CONSISTENT SALES LEADERS. The Fabulous "45" offers more music for less money—world's most trouble-free automatic record-playing system—Hi-Fi or "Golden Throat" tone—almost 2 hours of music with one full loading of "45" EP records. Make it a "big-sell" Christmas—call your RCA Victor distributor right now!

RCA Victor Backs You With The Industry's Most Powerful Advertising! Look:

TV and radio commercials on "Monitor" (Sat. and Sun.); The "George Gobel Show" (every other Tues.); The "Eddie Fisher Show" (every other Tues.); The "Perry Como Show" (Sat.); "Tic Tac Dough" (Thurs.); and "The Price Is Right" (Mon.).

Ads in Reader's Digest, Life, Seventeen, Holiday, Sports Illustrated, New Yorker and Scholastic magazines.



RCA VICTOR
RADIO CORPORATION OF AMERICA



Manufacturer's nationally advertised list prices shown, subject to change. Slightly higher for West and South. ©RCA trademark for record players.

EXCLUSIVE NEW MAYTAG "HALO OF HEAT" DRYER

NO HOT SPOTS!

A gentle circle
of heat surrounds
clothes...

Special Plastic
Demonstrator
built by Maytag to
show how "Halo
of Heat" Dryer
operates



Other dryers do this: Concentrated "hot spot" heat puts clothes in contact with heat up to 200°. Result: Overdrying is common.

New Maytag Dryer does this: Regular loads dry at 100° to 110°. Ends overdrying. Yet clothes dry fast, fluffy and with fewer wrinkles.

HIGH SPEED! LOW HEAT!

THIS AMAZING NEW MAYTAG WILL DRY A FULL LOAD OF COTTONS IN JUST 26 MINUTES... AT LITTLE MORE THAN BODY TEMPERATURE (100-110°). Clothes are then air-fluffed 3 minutes more so they come out soft, cool to the touch.

The dryer with the difference you can demonstrate... built to sell in the popular \$200 price range

MAYTAG

EXTRA! Automatic De-wrinkling



Push this button for
automatic de-wrinkling!

SAVES IRONING! An exclusive "Wash 'n Wear" setting on this new Maytag Dryer is a special feature for drying modern heat-sensitive fabrics.

This setting creates the ideal drying temperature for such fabrics. Below this temperature, "wear" wrinkles are not removed. Above it, new wrinkles are set. Another Maytag demonstrable feature!

OTHER MAYTAG EXTRAS INCLUDE:

- Exclusive Revolving Disc Lint Filter
- Special Air-Fluff Setting
- Exclusive Stay-Cool Cabinet
- Pushbutton Temperature Selectors
- Automatic Timer Control (up to 120 minutes)
- Automatic Safety Door
- 3-Way Venting (back or either side)
- Gas or Electric Models—electrics work on either 115 or 230V; gas models on city or LPG.



How you can sell more appliances — *without adding salesmen*

It's a fact: week after week, in store after store across the country, appliance retailers are finding that McCall's Use-Tested Tag helps them close sales.

That's because the Use-Tested Tag is designed, in a way that's unique, to sell merchandise at the point of sale. Here's how it works:

- Each Use-Tested Tag contains a feature-by-feature endorsement of a product, based on exhaustive tests which duplicate typical home uses of the product by the homemaker.

- The tag is written in friendly, non-technical language that the consumer can quickly understand—tells her *what the product will do for her in her home*, instead of giving just a vague blanket endorsement.

- Each Use-Tested Tag has behind it the powerful, impartial authority of McCall's Magazine, which reaches more than 5,000,000 top prospect families every issue.

- Each Use-Tested Tag acts as a silent salesman when you're not on the spot, and gives you and your salesmen potent and convincing sales-talk material when you are.

If you sell products that have earned McCall's Use-Tested Tag . . .

- Make sure the tag is clearly displayed on all products that have earned it.

- Use the tag symbol and its feature-by-feature copy points to pre-sell customers in your own local advertising.

- Use the tag in your sales talks . . . read to your customers what McCall's found out about the product in actual use tests.

Take advantage of all the display and advertising material provided by your manufacturer and by McCall's. List the Use-Tested products you carry in the coupon below and send it in for McCall's traffic-building Ad Planner and tie-in display material. Start selling more appliances *now*.

FREE!

USE-TESTED TAG® McCall's, 230 Park Avenue, New York 17, N. Y.

Gentlemen: I carry the following brands which have earned McCall's Use-Tested Tag (see list above). _____

Please send me your Ad-Planner and other display material I can use in selling these brands.

NAME _____ TITLE _____

COMPANY _____

STREET _____ CITY _____ STATE _____

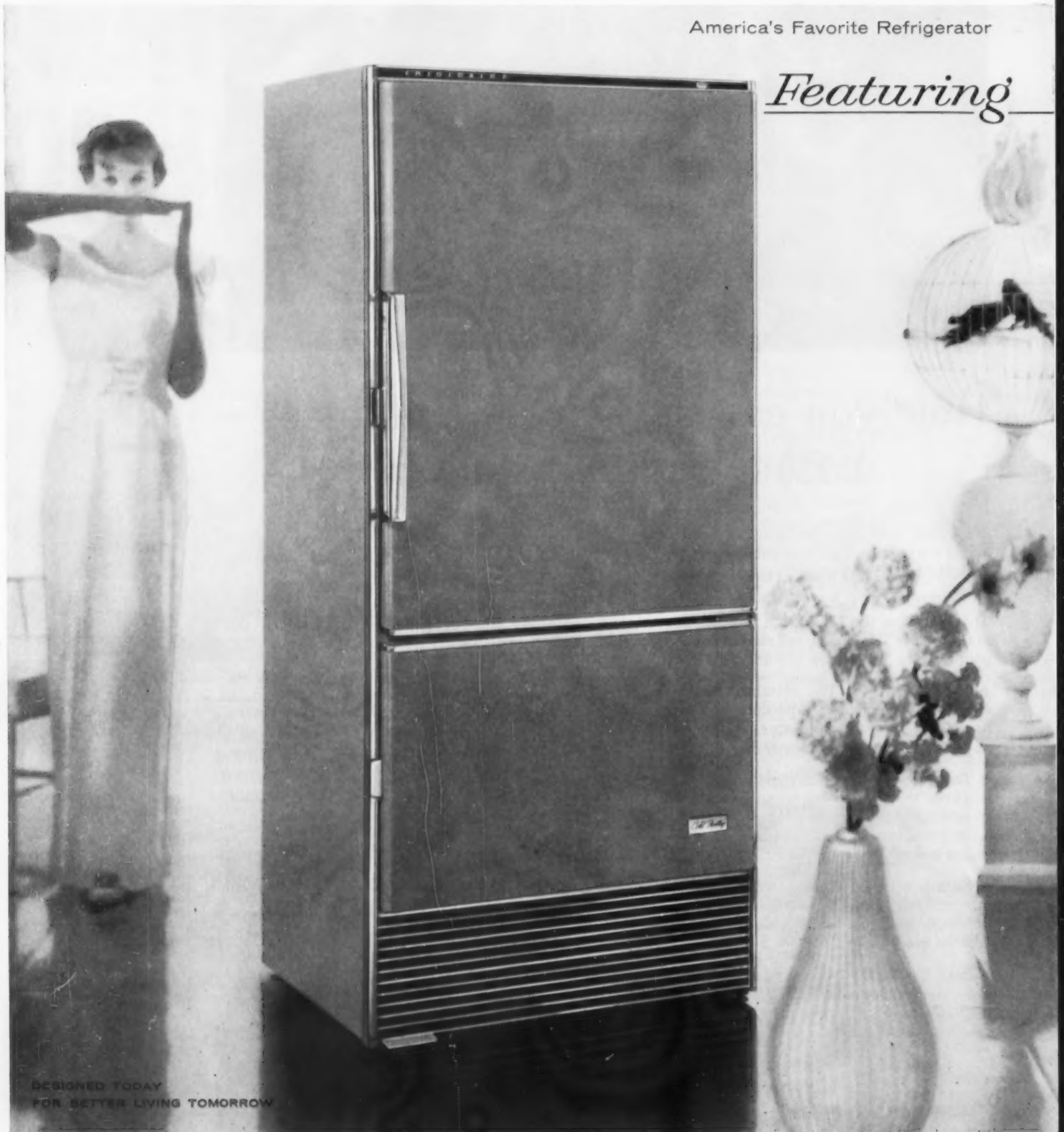
Many fine products with these brand names have earned McCall's Use-Tested Tag:

AMANA
BROTHER
CADILLAC QUIK-VAC
DAZEY
ELECTROLUX
HARDWICK
HOOVER
KELVINATOR
KITCHEN AID
MAYTAG
MIRRO-MATIC
NORGE
NUTONE
OSTER
PFAFF
PHILCO
PRESTO
RCA WHIRLPOOL
RIVAL Can-O-Mat
ROPER
SERVEL
TAPPAN
UNIVERSAL Housewares
VOICE OF MUSIC
WEST BEND
WHITE Sewing Machine
YOUNGSTOWN KITCHENS

Frigidaire Presents
The Golden Anniversary

America's Favorite Refrigerator

Featuring



DESIGNED TODAY
FOR BETTER LIVING TOMORROW

Refrigerators for 1958

Celebrating 50 years of General Motors Leadership

The New Sheer Look PLUS

To the achievements of the past—Frigidaire now adds brilliant advances for the future, advances to fittingly celebrate General Motors' great Golden Anniversary year.

Now—topping even last year's sensational styling—Frigidaire introduces the NEW Sheer Look! More stunning than ever, more practical than ever, more adaptable than ever to the kitchens of America.

And it's the New Sheer Look—PLUS—with the greatest array of features ever presented in a new refrigerator line.

PLUS—new Flip-Quick instant ice service, available in even lowest-price models! Showers of "frosty-dry" cubes, automatically stored in a party-size, pull-out bin.

PLUS—new fashion-right colors, as exciting as Charcoal Gray, all sold by Frigidaire at the price of white.

PLUS—new interior design and styling, with Frosty Turquoise accents—the most flexible, the easiest-to-use, the easiest-to-keep-clean refrigerator ever built.

PLUS—a new Pantry-Door that's practically a second refrigerator.

PLUS—Flowing Cold, originated by Frigidaire and still never equaled.

PLUS—a new Picture Window Hydrator offering—for the first time—Moisture Control, to adjust to all climate conditions.

PLUS—the unequalled convenience of Frigidaire Roll-to-You Shelves—Automatic Defrosting in the Refrigerator Section, the one and only Cyclo-Matic way.

PLUS—in greater measure—all the quality features that have made Frigidaire America's Favorite—in more homes than any other make refrigerator.

Yes, big things are here—and more are on the way to celebrate this Golden Year for Frigidaire and General Motors, and to offer golden sales opportunities to Frigidaire dealers everywhere.

More proof than ever that—

Frigidaire is on the March!



FRIGIDAIRE—
Built and Backed
by General Motors

In addition to a great
full-color magazine campaign
Another PLUS

THE PATRICE MUNSEL SHOW
Most exciting new show on Nationwide TV

Co-sponsored by Frigidaire and Buick, The Patrice Munsel Show puts a powerful spotlight on the GOLDEN ANNIVERSARY MODELS from FRIGIDAIRE for 1958—with an estimated 11 MILLION viewers looking and listening. See your local paper for time and station.

TOASTMASTER

NOW gives you 2 NEW BIG-VOLUME Sellers!



SMART NEW STYLING!
FAMOUS TOASTMASTER QUALITY!

ONLY **\$18.95*** RETAIL



NEVER BEFORE AT THIS LOW PRICE!
WAS \$19.95 RETAIL

NOW ONLY **\$16.95*** RETAIL

NEW TOASTER!

A bright new beauty in America's most famous line of toasters! The new Toastmaster 1B24 Toaster is bound to be a winner—everything about it is designed to sell.

Check its design—smart new contemporary styling . . . sleek low black and gold handles! Check its quality—the same sound engineering and perfect heat control that have sold millions of Toastmaster toasters. And check its price—only \$18.95—just right for big-volume sales! Ask your distributor about it now!

NEW LOW PRICE!

Here's a genuine Toastmaster toaster at a price that will really build traffic—and sales! Until now the Toastmaster 1B21 Toaster always retailed for \$19.95—but now you can offer your customers a full \$3.00 saving!

It's America's most compact toaster—takes less room, yet full size in performance . . . still packed with outstanding Toastmaster quality features! Superflex Timer . . . Toast Control Knob . . . bright chromium finish . . . handy crumb tray—all the features your customers want!

Call Your Toastmaster Distributor Today!

TOASTMASTER

"TOASTMASTER" is a registered trademark of McGraw-Edison Company, Elgin, Ill., and Oakville, Ont.



*Fair Trade minimum prices in all states having Fair Trade laws.

TOASTMASTER DIVISION
McGRAW-EDISON COMPANY



GET SET FOR SALES ACTION

WITH **V-M**

High Fidelity Phonographs Packed with S-E-L-L!

Style! Quality! V-M has everything you need to stir up sales action in today's amazingly ready-to-buy mass market! V-M gives you a big, big edge on competition in every way! Sell one, sell all, sell up and profit with V-M! Start selling today!

V-M MODEL 562—'Fidellis'® Hi-Fi Table Model Phonograph

- New 4-way speaker system • Exclusive Acoustic Contour Control† • Brilliance, Bass, tone-o-matic®, Volume controls • Stereophonic Input Jack • External Speaker Jack • 'Super-Fidellis' 4-speed record changer.....Blonde or Mahogany \$159.95* list; Walnut and Ebony a bit more.

V-M MODEL 557—'Ultra-Deluxe' Hi-Fi Portable Phonograph

- A "Show-Stopper" in design and appearance • Exclusive Acoustic Contour Control† • Amazing new handle controls • Stereophonic Input Jack • External Speaker Jack • 'Super-Fidellis' 4-speed record changer • In striking marbled blue-gray.....List \$139.95*

V-M MODEL 1280—Hi-Fi Portable Phonograph

- Big 6" x 9" speaker with concentric tweeter cone • Stereophonic Input Jack • External Speaker Jack • 'Super-Fidellis' 4-speed record changer • 5-watts audio output • Push-pull amplifier • Two-tone brown and tan.....List \$94.95*

V-M MODEL 1260—Portable Phonograph

- 'B-I-G' sound that's radiantly alive! • 4-speed record changer • tri-o-matic spindle protects records • Extremely light and easy to carry • High quality features with a low price tag • Attractive reddish buff and white.....List \$54.95*

V-M MODEL 215—'Songfest' Portable Phonograph

- Bright and breezy for the younger set • Aluminum tone arm • Rubber turntable mat • Superb tone • Plays all record sizes, all 4 record speeds • Red/White—Green/White—Blue/White.....List \$32.50*

*Slightly higher in the West

†**ACOUSTIC CONTOUR CONTROL** featured in the top models of the V-M line is an exclusive V-M development in high-fidelity that "shapes" the sound to "fit-the-room"—large, average or small. Thrilling highs and lows are reproduced flawlessly at *any* volume level.

MOVE THE MASS MARKET TO YOUR STORE! STOCK AND SELL V-M! CALL YOUR V-M DISTRIBUTOR TODAY!

the **Voice** **M** of Music®

V-M CORPORATION • BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

NEW SALES MAGIC...

make your store a Happy

FEATURE THE *Hinting License* AND

CHRISTMAS 1957 SEASON
Hinting License

This is to certify that the signer of this License is a bonafide Christmas "Hinter", with full hinting rights for the 1957 season.
This person is deserving of only the very finest Christmas gifts (those made with aluminum, naturally),
and has authority to hint for the "most wanted" gifts listed below.

I'm hinting to _____ for: _____

1st CHOICE (ITEM) _____ (BRAND, SIZE, COLOR, ETC.) _____
2nd CHOICE (ITEM) _____ (BRAND, SIZE, COLOR, ETC.) _____
3rd CHOICE (ITEM) _____ (BRAND, SIZE, COLOR, ETC.) _____

OTHER SUGGESTIONS _____

SIGNED _____

© REYNOLDS METALS COMPANY, 1957

It's a traffic-builder... it's a sales volume builder... it's Reynolds new Christmas "Hinting Season" Promotion. The Hinting License gives your customers a real reason for coming to your store *early*, for coming back to shop. It makes it easy for them to hint for, and hunt for gifts made with Reynolds Aluminum. It's a bright new Christmas shopping checklist and a hinter's "license" all in one.

Major and traffic appliances, luggage, sporting goods, camera equipment, and toys made with Reynolds Aluminum will get heavy support from the Hinting Season promotion this year. There'll be full color ads in Life and Better Homes & Gardens—and television promotion on "Disneyland", Reynolds popular network program.

Take advantage of this bright new promotion to build your Christmas traffic and your sales. Distribute Reynolds new Hinting Licenses to your customers.

SEND FOR YOUR SUPPLY OF

REYNOLDS *Hinting Licenses*

FREE!

Stock up now on Hinting Licenses to distribute to your customers. Colorful, ideal for envelope stuffers and store giveaways... space for your imprint. Send your estimate of the quantity you will need on your company letterhead to:

REYNOLDS METALS CO.

P. O. Box 1800 XY • Louisville 1, Ky.

Supply is limited.

REYNOLDS

NOVEMBER, 1957—ELECTRICAL MERCHANDISING

Hinting Ground!

GIFTS MADE WITH REYNOLDS ALUMINUM

Tie in WITH THIS HARD-HITTING
NATIONAL PROMOTION...

Look at the *national* promotional backing you'll have when you tie in with Reynolds "Hinting Season" Promotion . . . it will be featured in full page, color ads in Life and Better Homes & Gardens . . . and on Reynolds "Disneyland", one of television's most popular programs.

Tie in to feature gifts made
with Reynolds Aluminum . . .

television sets



ranges



coffee makers



electric fry pans



cameras and equipment



refrigerators



golf carts



fishing equipment



ALUMINUM

ELECTRICAL MERCHANDISING—NOVEMBER, 1957

This is the **Hinting Season...**

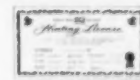


...and gifts made with **REYNOLDS ALUMINUM**
are wonderful gifts to give...and to hint for!



It's Christmas gift hinting...and hinting...time. And now you can be sure the gifts you give (and get) are the most wanted, most appreciated gifts. Give and hint for gifts that are as light and bright as Snow White, as strong as Davy Crockett—in short, gifts made with beautiful aluminum. They stay new so much longer—in natural luster or a rainbow of "in-the-metal" colors.

Aluminum kitchen appliances stay bright, are easy to clean because aluminum won't rust—ever. And aluminum luggage, sporting goods, camera equipment, toys and portable TV sets are lighter, stronger, more prominently new. So make this Christmas as wonderful as Disneyland, with gifts made with Reynolds Aluminum.



Your Reynolds Hinting License
FREE! Now with every order of Christmas gifts...the perfect way to be sure you give (and receive) the most wanted gifts. It's a Reynolds Hinting License. Find it leading department, appliance and sporting goods stores. Get yours now.

The Finest Products
Made with Aluminum

are made with
REYNOLDS ALUMINUM

Watch Reynolds All-Family
Television Program
"DISNEYLAND", ABC-TV.

They've learned from experience

Commercial Credit's national know-how helps build sales and profits for dealers at the home town level



"Commercial Credit Plan simplifies financing arrangements... makes it easy for the dealer to maintain adequate inventory and floor displays"

says **CLARENCE E. BEESON**,
So. Bearings and Parts Co.,
appliance distributors,
Charlotte, N.C.



"Commercial Credit relieves the dealer of tremendous worry about collections, so he can direct his attention to sales and promotion"

says **E. L. CRUMPACKER**,
Crumpacker Distributing Corp.,
Houston, Texas.



"The retailer just can't afford to operate without a good financing plan. Commercial Credit Plan assures him adequate wholesale and retail financing day after day, year after year"

says **N. S. SHOBE**,
Shobe Incorporated, appliance
distributors, Memphis, Tenn.



A service offered through subsidiaries of the
Commercial Credit Company, Baltimore . . .
Capital and Surplus over \$200,000,000 . . .
offices in principal cities of the United States
and Canada.

**Commercial Credit
serves successful dealers**

8 ways better: Commercial Credit Plan offers you and your customers all these important advantages: **1.** Wholesale Financing; **2.** Modern Retail Financing; **3.** Life Insurance Protection; **4.** Property Insurance Protection; **5.** Automatic Sales Follow-up; **6.** Tested Credit & Collection Service; **7.** Builds Customer Good Will; **8.** Nationwide Facilities.

Write or call your local Commercial Credit office for complete information on COMMERCIAL CREDIT PLAN. Why not do it today?

HOW TO PICK A STORE LOCATION

If you're planning to move you have to know where.

**You don't want to pick just any town,
nor just any street.**

**You want a community that's alive
and growing and a site that will bring traffic
and customers to your door.**

In this Special Report is one proven method of getting both

By ROGER WARD

story starts on following page

HOW TO PICK A STORE LOCATION

CONTINUED



1. Picking the Right

AT least once in his career every home merchandise dealer has to decide where he's going to put his store.

Chances are that he'll at least consider such a decision several times more. Maybe his present location isn't paying off as well as he thinks it should. Maybe the community has changed in character. Maybe competition has gotten rough and ruthless. Maybe he's lost his lease. Or maybe he'd just like to move where the fishing is better. One thing is sure: It's easy—and subsequently unpleasant—to pick the wrong town.

That's why it's important to screen all the likely communities in the general region of your choice. And, while it may not be easy, there is a reasonably scientific way of doing it.

First, pick out the communities you want to investigate. Make a Trading Area Analysis similar to that shown on facing page for each potential location and get ready to keep the score. Your public library or Chamber of Commerce will have a Rand-McNally Commercial Atlas or better yet *Sales Management* magazine. This monthly has a section, "Survey of Buying Power" which gives the change in each principal city's buying power in the past ten years, the same for the past year and a comparison of the city's current buying power with the nation as a whole. If the library doesn't have out-of-town phone directories, try the business office of your telephone company. These references may never make the list of ten best sellers, but they will give you many of the preliminary vital statistics for each community.

The yellow pages of each phone directory will list the appliance dealers and lines comprising your potential competition. Read further and you will learn how many broadcasting stations there are, how many TV stations and repair shops, and note the address of the Chamber of Commerce.

Look For Growth

Write each Chamber for its latest market survey and brochure. A prompt reply suggests an eager outfit. Don't be dazzled by the por-

trait of Miss Artichoke for '57, the bebies of bathing beauties or the photo of the Armed Forces Day parade. Behind the cheesecake lies the meat. Evidence of future growth is the feature you are looking for. If the Chamber report doesn't show promise of consistently increasing population, postal receipts, or bank clearings then hoist the caution signals.

As the returns arrive, fill in as much as possible of each score sheet. The standings will begin to shape up tentatively and it is time to write the distributors of the major lines you prefer to handle. Outline to them your plans; ask them where, in the region you are surveying, they need dealers the most. Invariably you will get an enthusiastic response inviting you to contact their representatives in that area.

Make a Personal Appraisal

Now the fun begins. Fill up your ranch wagon gas tank or buy a yard of bus tickets and hop from town to town spending plenty of time in each candidate community.

Occasionally a place can be rejected at a glance, like the town which was touted as the site of a new chemical empire but which we found to be a mere boondocks crossroad. Its Chamber of Commerce was a deserted, dingy, dive behind the village saloon and the "chemical empire" was only a tribute to some real estate operator's imagination. Needless to say we tore up the score sheet and hurried on.

Most communities, however, rate two or three days' attention. It is smart to conserve your time and efforts by following a planned campaign in each town. Make the Chamber of Commerce your first target. Pump the secretary dry, remembering that he will be a confirmed optimist or he couldn't hold his job. Have him make an appointment for you with an officer of the best bank. A banker is by necessity pessimistic so his story will help offset the enthusiasm of the Chamber of Commerce.

If there is a State Employment office in town, sit down with the director, get his general comments concerning the future and

copies of the local monthly manpower reports. Back issues will help give you a line on the employment trend in the past. Also get some picture of the community wage structure and a clue to the availability of employees for your projected store.

By now your collection of statistics should be complete, if not try the postmaster, managers of the utilities or the credit bureau. Don't get buried in the figures though, it's time to get more personally acquainted with the place.

Spend a day alone on the town. Walk up and down the shopping district and in and out of stores until your feet hurt. If there are any promising vacant stores call on the real estate dealers involved. Get the story on rentals, preferred locations, competition, businesses for sale, housing developments and growth potential.

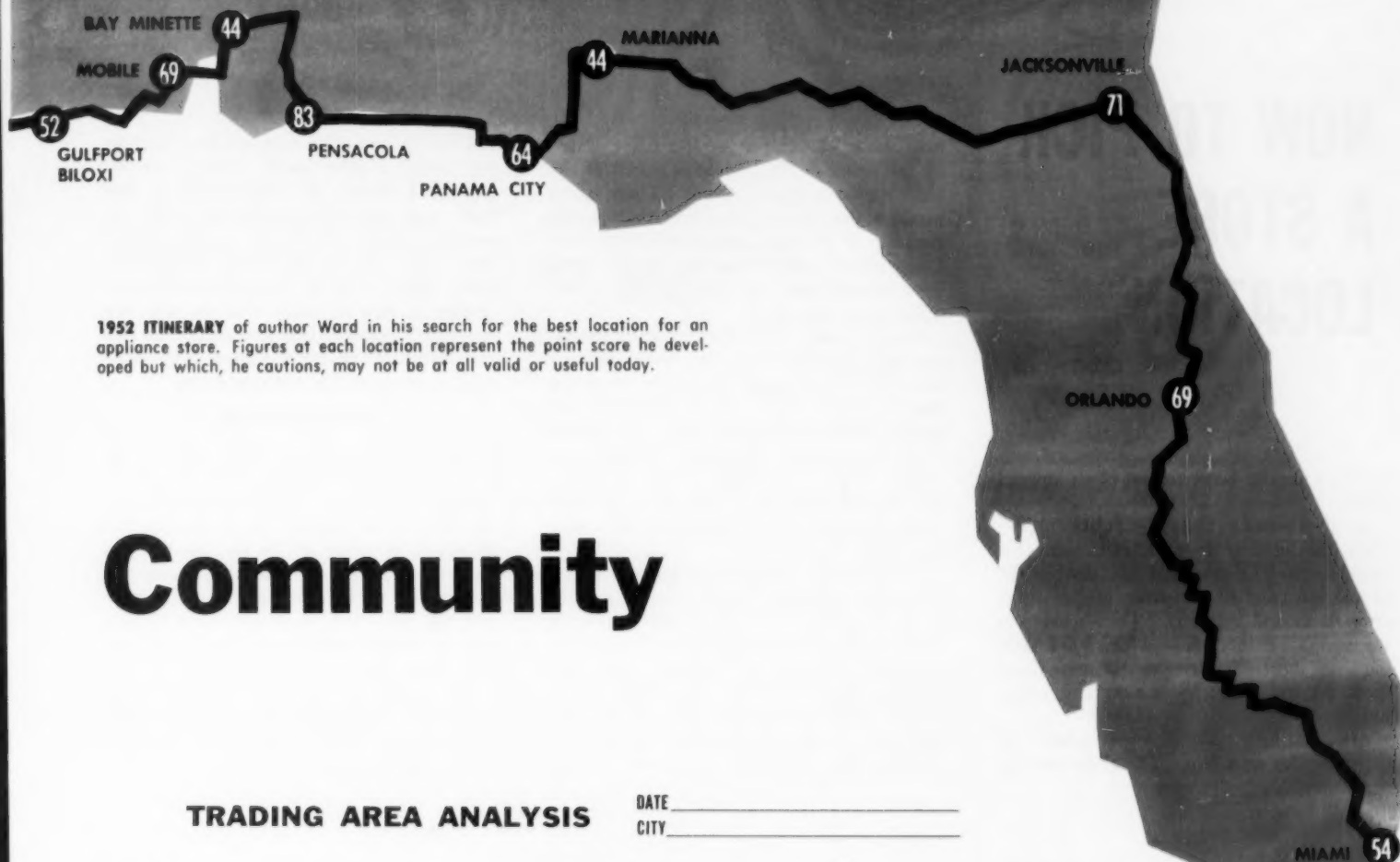
Is Business Good?

Browse around the stores which are possible competitors. Notice the improvements you could make. Ask the managers or owners if their business is for sale. It's a pretty good sign if none of them want to sell.

Inspect the parking situation in the shopping district. Visit the residential sections, industrial zones and outlying store areas. If there is one of those giant suburban shopping centers, that means someone before you made a favorable survey and is a point in the community's favor. It still doesn't mean that a central location in the city proper wouldn't be your best bet.

Be on the alert for special situations. A city which is about to be exposed to TV for the first time will prove to be a gold mine for at least a year—if you sell TV. If natural gas is being introduced a small boom in gas appliances will help a newcomer get started. If the summer weather could stand improving, the power company can tell you whether the air conditioner market has been more than scratched. Be sure the area isn't afflicted with cut-throat tail-gate peddlers. Under proper conditions room cooler sales

MORE ▶



Community

TRADING AREA ANALYSIS

DATE _____
CITY _____

SOURCE OF INFORMATION	MARKET GROWTH TREND	SCORE
Sales Management magazines	1 Percent increase of trading area population over past two years	
	If below 5%	0
	If between 5% & 10%	5
	If between 10% & 20%	7
Commercial Atlas		
	If over 20%	10
C of C	2 Percent increase of bank clearings over past two years	
	If below 5%	0
	If between 5% & 10%	5
	If between 10% & 20%	7
Bank		
	If over 20%	10

Note: If there is a "Sales Management" magazine City-National Index available for this city, use the amount this index exceeds 100 (up to a maximum score of 20) for (1) & (2) combined. For example: If the index is 116, the score for (1) & (2) would total 16; if the index is 138 the score would be held to a total of 20.

	QUALITY OF MARKET	
State Emp't. Office	3 Average age of residents If:	
	Above average	0
	Normal	1
	Below average	2
C of C	4 Level of Education If:	
	Below average	0
	Average	2
	Above average	3
Real Estate Office	5 Labor Standards	
	If majority are: Unskilled	1
	Skilled	3
	If more than average are: Professional	5
	Retired	4
	6 Labor Stability	
	If most employment is: Seasonal	1
	Transient	0
	Steady	5

Instructions:
Circle one score in each numbered section.
Add the twenty three circled scores to get the total score.

SOURCE OF INFORMATION	GROWTH POTENTIAL	SCORE
C of C	7 If growth of existing industries is:	
	Doubtful	0
	Possible	3
Bank		
	Certain	9
State Emp't. Office	8 If prospect of new industries is:	
	Poor	0
	Possible	3
	Probable	8

	SHOPPING HABITS	
C of C	9 If majority buy in:	
	Distant Communities	0
	Neighboring Communities	2
Bank		
	At Home	5

	OVERHEAD CONSIDERATIONS	
Real Estate Office	10 If business rentals \$/sq ft are:	
	Above average	0
	Average	1
	Below average	2
Bank		
C of C	11 If taxes in general are:	
	High	0
State Emp't. Office	Low	2
	12 If retail employees are:	
	Plentiful, Wages low	2
	Scarce, Wages high	0

	COMPETITION	
Yellow Pages Phone Book	13 If total number of competitors per 1000 trade area population is:	
	Less than average	10
	Average	5
	Above average	0

A perfect city would score 100.
A city whose score totals less than 60 is a dubious risk.

SOURCE OF INFORMATION	EDUCATION & CULTURE	SCORE
C of C	14 If public school system is:	
	Poor	0
	Average	1
Personal Observation		
	Good	3
	15 If college or university is in area	
	If not	0
	16 If public library is:	
	Poor	0
	Good	1

	FACILITIES	
C of C	17 If local public transportation is:	
	Poor	0
	Adequate	1
Bank		
	Good	2
Personal Observation	18 If Common Carriers are: (rail, water, air, highway)	
	Poor	0
	Average	3
	Good	5
	19 If banking and finance companies are:	
	Good	2
	Fair	1
	Inadequate	0
	20 If Utilities (gas, elec, water) are:	
	Poor	0
	Fair	2
	Good	4
	21 If public services (fire protection, police, parking, postal service etc) are:	
	Poor	0
	Fair	1
	Good	3

	COMMUNITY SPIRIT	
Bank	22 Are service organizations active? (C of C, Jaycee, Kiwanis, Lions, Rotary)	
	No	0
C of C		
	Yes	2
Personal Observation		
	23 Are there sufficient recreational facilities?	
	No	0
	Yes	2

TOTAL SCORE

HOW TO PICK A STORE LOCATION

CONTINUED

can be a terrific boost to the newly opened store.

In the evening visit the public library; study the local newspapers, particularly the appliance and help wanted ads; size up the people you meet in the street, in the corner drug stores and drive-ins. Then when you are saturated hole up in your room and fill in the score sheet. If there are still some blank spots get the answers the next day before you leave.

After you have completed your safari total the scores for each city. The accompanying

map shows the scores for the cities visited by the writer in 1952 while in search of the ideal appliance store location. These scores would not of course, necessarily apply today. Because of personal preferences the West Coast was eliminated and the itinerary confined to spots near salt water enjoying a year-round warm climate.

Pensacola was chosen for this writer's store, not only because of its high score, but because the Chemstrand Corp., after exhaustive study had just selected Pensacola as the site for its \$80,000,000 nylon plant. It seemed logical that other corporations would soon follow Chemstrand's lead. This reasoning was justified between '53 and '56 when three other industrial giants located on Escambia Bay.

It's hard to overemphasize the advantages of moving in on a "sleeper", a community about to explode into robust life. For each thousand new factory jobs several thousand potential customers are created. The new industry starts a chain reaction of smaller service activities for itself and its employees. Between '53 and '56 Pensacola got two TV stations, two additional radio stations, two

new banks, expanded port facilities, a shopping center, a new Junior College, an Art Center, a Municipal Auditorium, a Ball Park, new Library, a symphony orchestra, several thousand new homes, a new medical center, and even a new county jail and city police station. All of these activities breed customers, very desirable ones for the new merchant, because the customers "tod" are new with no buying tradition prejudicing them in favor of the old-line stores.

Nothing Under 60

Although the score sheet is only an approximate yardstick we suggest rejecting those communities with a score less than 60. Unless there is an outstanding leader, you will be safe in selecting any of the top ten percent. Of these top few select the one you like best, go to the distributor of the number one line you want, show him your analysis and, all things being equal, you'll walk out with a franchise.

Having selected your city, the only thing that stands between you and your first million (besides a lot of hard work) is the best spot in the city for your store.

How to qualify as an expert

On Friday the 13th of March, 1953, a former airplane engineer named Roger Ward opened the doors of an appliance store in Pensacola, Fla. By day's end he'd taken in 56 cents worth of business. "I learned about grand openings later," he says.

Despite this unhappy augury, Ward stuck by his cash register and his belief that engineering principles could be applied successfully to most phases of retailing—from locating a store to operating it profitably. By September 1, 1956, when he sold out, he'd proved his point with these figures:

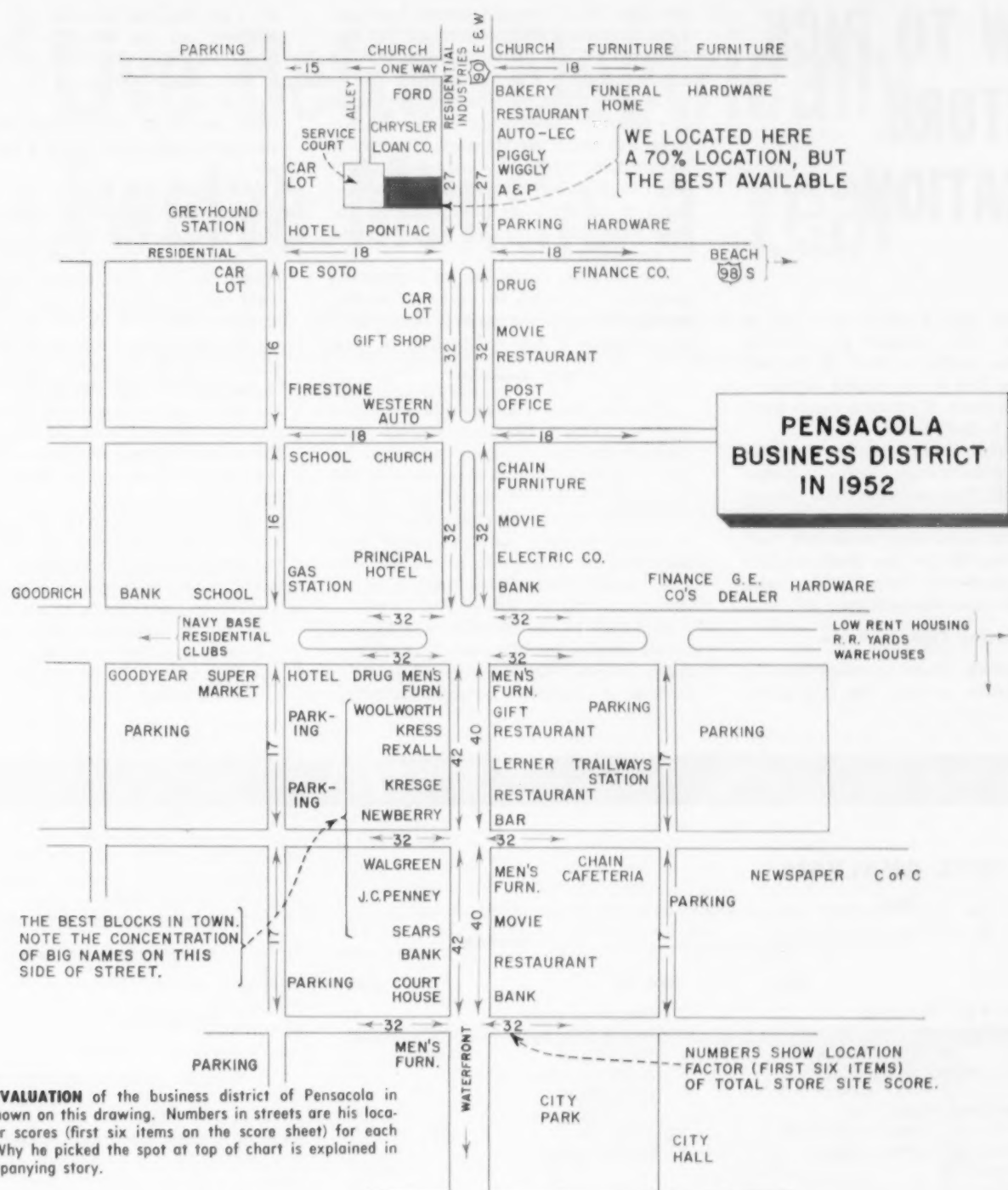
	Gross Volume	Net Profit	Owner's Salary
1953	\$100,000	\$600	none
1954	254,000	27,646	\$4,725
1955	350,000	17,000	12,000
1956 (8 mos.)	240,000	7,500	8,000

When Ward started his store he invested \$20,000—half of his personal resources—later borrowed a total of \$9,000 more. When he sold out he had, as he expresses it, "doubled my own personal net worth."

Much of the credit for this success, he says, he owes to the methods which he devised and used to find the best city in which to open a store and to locate the store within the city—and which he describes in this article.



AUTHOR Roger Ward tried successfully to apply engineering principles to appliance retailing in his own Ward's Car and Home Store. The Cushman motor scooter he shows here was used to cut the costs of small deliveries and service calls.



WARD'S EVALUATION of the business district of Pensacola in 1952 is shown on this drawing. Numbers in streets are his location factor scores (first six items on the score sheet) for each district. Why he picked the spot at top of chart is explained in the accompanying story.

2. Choosing the Right Store Site

NO appliance dealer ever claimed a better mousetrap would make the world beat a path to his door. Mousetrap merchandising must be unique, because the white-goods customers expect a red carpet rolled to their doors. Notice how the five and tens, big

chains and department stores concentrate around the handiest spot in town.

Choose your site by compiling score sheets as illustrated above and on the following page. Make a sheet for all possible rentals and imaginary stores on available sites. Don't

insist on a 100% location in the middle of the main stem, but don't stray too far, just far enough up or down the street to ease the parking problem. If you are on the main street three or four blocks from the hub, the shoppers will at least see your place on the

MORE▶

HOW TO PICK A STORE LOCATION

CONTINUED

way in—which they wouldn't on a back or cross street. We watched an attractive hardware store within a block of the best spot in town fold in six months because it was on a back street. Customers simply won't go exploring to find you.

Don't hesitate because another appliance dealer is a few doors away. Moderate competition is good. Two rival stores will generate more business side by side than at opposite ends of town; hence the "automobile row" in most cities. Follow the good neighbor policy. Supermarkets, the post office, etc., general traffic so do competitors.

Shopping Centers—Maybe

That suburban shopping center may be the best location in town, but look before

you leap. Many shopping centers have been a disappointment to most everyone but their promoters. Their patronage is often below expectations; too many people still like to go to town. The independent merchant is at a particular disadvantage because the promoter will entice the big name attraction to his shopping center by conceding a preferred location, exclusive privileges, low fixed rental or a cut-rate like 1.5% of sales. The small leaseholder is then asked a 15% rental for a mediocre location.

The shopping center can be a promising possibility, but watch the score. Your best bet may be across the street from the shopping center or it may still be back in town.

Is It Accessible?

Then too, there is more to the story than location. Don't handicap yourself with cramped quarters. Growing pains can become a pain in the neck if you have to pull up roots and lure customers to a new address.

Accessibility is almost as important as size. A parking problem drives customers away like a quarantine sign. And remember your own trucking requirements, rear access for service, receiving and delivery.

Almost all deficiencies except size, location and accessibility can be remedied. A modernization program can add 10 to 15 points to the score of a building that needs face lifting.

It's a rare landlord, however, who will touch anything but the outside walls, roof and store-front. Don't let that discourage you. If the contractors' bids for the inside work are out of reach, turn your service department loose with a spray gun, asphalt tile, fluorescent fixtures and watch a miracle transpire.

We chased the roaches out of an ex-cafeteria which had been continually identified with failure and vacant for over a year. The gloom boys shook their heads when we opened up, but they weren't using a score sheet and overlooked its possibilities as an appliance outlet. It was on the main street, everyone had to pass it to get to the absolute center three blocks down; there was plenty of parking; the A&P supermarket was across the way; there was room for warehouse and sales floor under one roof; and most important the central shopping district was bursting at the seams with no way to expand except in our direction.

We certainly wouldn't recommend any location that scores below 60. Our first year was rough with a 70 location, but by the second year our judgment was vindicated. The business was coming in our doors rather than fight its way further into town.

Even though that mousetrap is better, we say put it where a lot of customers will have to stumble over it. End

STORE SITE ANALYSIS

Owner _____	Address _____	
Size _____	Description _____	

LOCATION	SCORE	FACILITIES	SCORE	SCORE
1. On main street in best shopping block	15	7. Plenty of free parking	14	15. Is building fireproof?
On main street, but over two blocks from best shopping block	10	Plenty of metered parking	10	Yes: 5
On main street completely out of shopping district	5	Near parking lot	7	No: 0
On cross street within 1/2 block of best shopping block	10	In congested parking area	3	16. Are roof, windows, etc., weatherproof?
One block off main street opposite best block	7	Parking prohibited	0	Yes: 2
Suburban shopping center	10	8. Wide sidewalk	2	No: 0
Secondary suburban shopping area	3	Congested sidewalk	0	17. Is interior modern, attractive, clean?
All other	0	9. Convenient service court for shipping and service	Yes: 5 No: 0	Yes: 2 No: 0
2. On busiest side of street	5	10. Adequate storage space for stock	Yes: 7 No: 0	18. Is lighting modern and adequate?
On lean side of street	3	11. Good plumbing and washroom	Yes: 1 No: 0	Yes: 1 No: 0
If both sides of street are equal	5	12. Will electric sign and other external identification be effective?	Yes: 1 No: 0	
3. On wide two-way street	5			
On congested two-way street	3			
On one-way street	0			
On dead end street	0			
4. In area with competing or complementing outlets	7			
Pioneering in new area	0			
5. Near post office, court house, city hall or other traffic generating public center	5			
Distant from the above	0			
6. Near large department store, supermarket or chain store	5			
None of the above in the neighborhood	0			

CONSTRUCTION		COST	
13. Does store have modern glass front?	Yes: 5 No: 0	19. Is rent less than 3% of estimated gross sales?	Yes: 5 No: 0
14. Is building air conditioned?	Yes: 3 No: 0		

OCCUPANCY	
20. Has building been empty over six months	Yes: 0 No: 5

TOTAL SCORE:

DIRECTIONS:
 Circle one score in each numbered section.
 Add the twenty circled scores to get the total.
 A perfect store would score 100.

Live Better Electrically... Twelve Months a Year

With the blessing of 180 manufacturers, LBE will become a year round program in 1958; biggest innovation is creation of a "Medallion Home" award for builders

THE most ambitious program yet undertaken by Live Better Electrically will get underway next January.

Much of what will happen in the following 12 months will follow the pattern of successful promotions undertaken by LBE this year. But there are two big changes:

(1) Live Better Electrically will become a year round activity, sparked by special campaigns in the spring and fall;

(2) The key element in the 1958 campaign will be a Medallion Home program, a completely new venture for LBE.

Behind this stepped-up activity is a growing realization by firms in the electrical industry that they must band together to sell their common product—electrical living. This conviction is the result of a recognition of the increasing competition among major industries for the consumer dollar.

Heavy Industry Support

The still-young LBE program finds itself with impressive resources as it embarks on its 1958 program. So far 180 manufacturers and over 300 utilities have promised to support the LBE programs.

The heart of the 1958 program is the Medallion Home campaign, designed to stimulate construction and sale of new homes in all price ranges featuring full housepower, light for living and electric appliances. Local utilities will establish standards for the award of LBE medallions to builders.

Appliance dealers, however, will be most interested in the other LBE activities scheduled for each month of the year. As the calendar at right indicates, national magazine ads or network TV commercials will be run each month of the year. In March, April and May these activities will be stepped up to provide a "big spring push" to tie-in with other industry appliance promotions. Similarly, a "fall push" is planned for September, October and November.

LBE magazine advertising will continue to use the "rate yourself" theme which marked advertising this year. In 1958, however, emphasis will be placed on checking off "benefits" conferred by owning specific appliances.

All of the promotional plans are planned to coincide with EET's residential promotion calendar.

First activity on the 1958 calendar will be a tie-in with National Electric Week, February 9-15.

At the retail level, promotions similar to those conducted this year will also be scheduled. These include store-wide promotions such as that conducted in 1957 by Macy's in New York and community-wide programs similar to those conducted recently in Port Washington and Westbury, New York.

To help utilities get their 1958 programs off to a fast start, LBE will provide a 20 minute motion picture, suggestions for staging and for scripts, and handout booklets which will summarize the highlights of the 1958 plans.

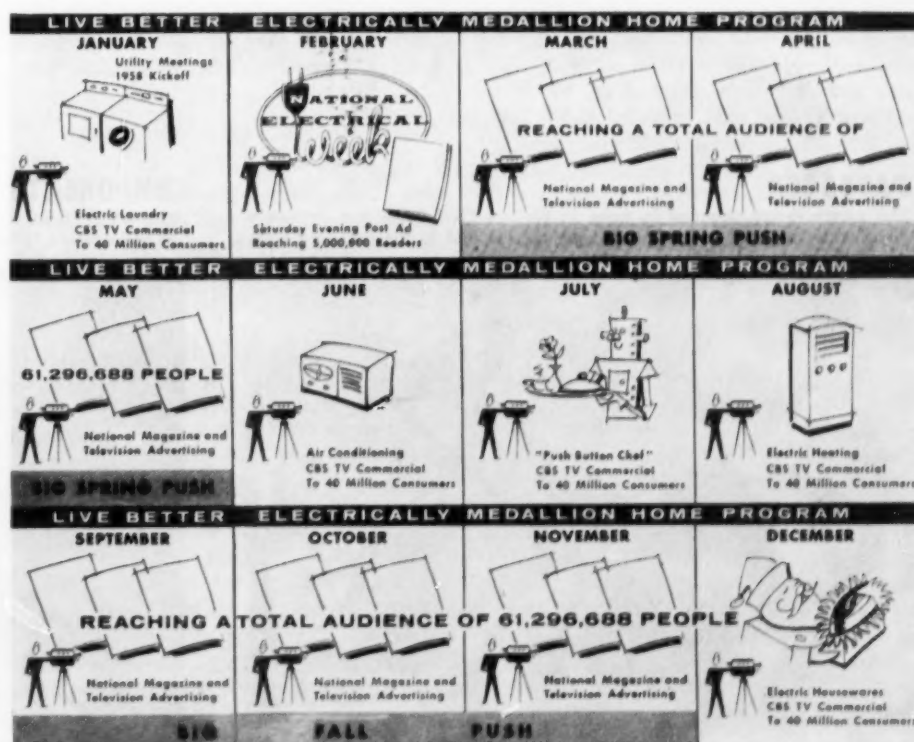
LBE spokesmen feel the Medallion Home program fills a "sorely needed gap" in national residential market development. It is the first national program ever sponsored by the electrical industry specifically to give prospective home buyers a recognizable hall-

mark attesting to a new home's electrical livability.

Local level promotion of the Medallion program will be spearheaded by the utility but national support will be provided by six full page magazine ads and in network television commercials.

The first Medallion Homes will go on display in April of 1958. The program is scheduled to continue indefinitely. By the end of 1958 LBE spokesmen say 20,000 homes should carry the bronze medallion and by 1960 100,000 medallion homes should have been built.

The LBE program is based on a "bronze award" lighting and wiring program developed originally by the Kansas Gas & Electric Co. The LBE campaign has been broadened to include promotion of appliances and other electrical products and will be dramatized by national advertising, promotion and publicity. *End*



PACKAGED HI-FI AND COMPONENTS?

Some dealers say you can't sell both ...
... but Irving Welan of Pearl River N.Y., says
you can ... and proves it with a \$50,000 hi-fi volume
split equally between the two.

Here's how he does it ...

by BILLY BARNES

PACKAGED

Hi-fi prospects are qualified by price at Welan's C&W Radio and Appliance. Those who want to spend less than \$300 are led first to the packaged units.



COMPONENTS

Those whose initial figure is higher are started at the components demonstration board where 12 different amplifiers can be fed through any of 21 speakers.

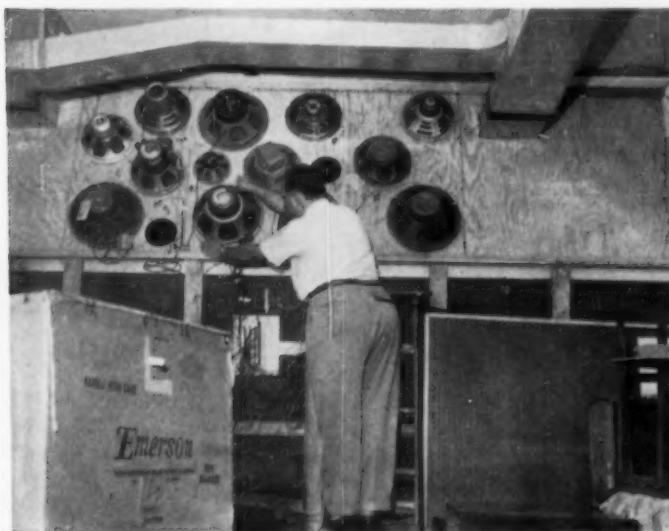




INSIDE the store the hi-fi department shows a variety of packaged units on three sides, components at one end.



WITH ONE TRUCK carrying sign offering "Hi-Fi at N. Y. City Prices" Welan furnishes same-day service and delivery to fight distant discounters.



SPEAKER DISPLAY board backs up on adjoining warehouse space so that Welan can easily change or sell demonstration speakers.



LISTENING ROOM adjoins TV-radio sales floor, can be completely separated from it for demonstrations by sliding doors.

"**H**i-fi components and packages don't compete with each other—they complement each other," says Irving Welan, manager and half-owner of C&W Radio and Appliance Co., Pearl River, N. Y.

Welan follows this philosophy by showing package units and components in the same room, doing a hi-fi gross he says will reach \$50,000 this year. This is a good volume in the tough Pearl River market of 125,000, because half the family heads hold jobs in New York City and are constantly exposed to the big-city discounters.

Family income in Pearl River averages \$6,500. Many have recently bought homes and are at present poor prospects for a high-priced luxury item like hi-fi. But Welan knows good potential prospects when he sees them. With an eye to the future he cultivates these people with good TV service so they will visit his showroom when their time comes to buy hi-fi.

Welan's hi-fi display is separated from the rest of his store by means of a 750-square-foot soundproofed "listening room" with components at one end, package units around the other three sides. Sliding doors close off

noise and interruptions from the rest of the store while Welan demonstrates hi-fi for a prospect.

Packages or Components?

"Many people who come in to shop hi-fi already know whether they want components or a package unit," says Welan. But when they don't seem to lean one way or the other, I try to help them decide by finding out how much they can pay for hi-fi.

"I explain that hi-fi prices run from \$100 to over \$1000 and the more they spend, the more quality they get. Customers generally agree there's no sense in my showing them \$1000 in hi-fi when they can't spend more than \$200.

If their general figure is over \$300 I start steering them toward the components end of the room. Under \$300, I usually start my sales talk around a package unit.

"I go a little further by asking them where in their homes they plan to place the unit. If cabinet seems important, even the over-\$300 prospects may be better sold with a highly styled package unit.

"I never show components to women unless they ask to see them. More than one-third of my first-time shoppers are women, and they'd be scared away by a sales talk involving turners, woofers and amplifiers."

One entire end of Welan's hi-fi listening room features a pegboard-mounted display of 12 different amplifier units which can be fed through a switch panel to any combination of 21 speakers mounted overhead.

"I start talking components with a few remarks on what hi-fi really is. During this time I can find out how much the customer knows about components, and just how 'technical' I can be in talking with him.

"Then I ask him to select a record he is used to hearing on his old record player. I play it through an amplifier-speaker combination which, along with a baffle kit, will sell for the price he has already mentioned beforehand.

"By interchanging speakers in singles and combinations, I show him added quality he can get for just a little more money. As soon as he asks the price of a certain components combination, I turn off the music; I know he can't pay attention to the music

(Continued on page 80)



CHARLES HUNT of Colchester, Ill., sells superior reception in a poor reception area. That's the whole heart and pitch of his sales effort.

He Won't Even Tell 'Em the Price . . .

By KEN WARNER

. . . until he's made a survey and insisted on the right installation. But because Charles Hunt guarantees superior reception he sells nearly a set a day in rural Colchester, Ill.

TO provide reception for local viewers in Colchester, Ill., television sets must bring in signals, both UHF and VHF, from 60 to 90 miles away. In addition, because of the comparatively hilly country, conditions vary with each installation.

In this market, Hunt Appliance Co. manages to sell just about one set a day throughout the year and to collect, in most cases, a recommended list price, plus an antenna installation, either new or replacement, running anywhere from \$40 to \$170. This gives the Hunts an average sale of about \$300-\$350, which includes antenna installation

and necessary additions with each set.

According to Claude Hunt and his son Charles, the secret is in the picture. "We quit selling TV," says Claude. "We're strictly selling reception now." The Hunts hand-tailor their sales, leading customers down a well-marked path from model to model displayed on the floor. With each step, the customer qualifies himself and helps the Hunts sell him.

In selling TV, the Hunts' first step is to find out where the prospect lives, and get an estimate of how much he wants to spend. This may bear little relation to the final price,

but gives them a starting place. With such questions as, "You are looking for a good picture, aren't you," and "Are you happy with the picture you are getting now?" the Hunts start the good reception sales pitch working.

Neighbors and satisfied customers are always mentioned in Hunt's sales spiel. Background and point of all such stories and anecdotes, of course, leave in the customer's mind the importance of picture quality.

Once the Hunts have qualified and classified their customer, but before giving any firm price, they insist on a home visit in each and every instance, unless the customer is a second or third time buyer, and they know the house. The reason is the antenna installation. They often make a house call even before any selection is made.

No Price Without Inspection

The Hunts absolutely guarantee not just acceptable, but superior picture quality. They
(Continued on page 88)



1 INTRODUCTION of his line, features and models is first step in Hunt's sales story. Emphasis is put on good reception right from the start.



2 CONCENTRATION on a single model starts as soon as Hunt has qualified customer. She has agreed she likes set, admitted the importance of good picture.



3 SERVICE STORY, which includes loan of portable until new set is installed, is next. Now Hunt starts to talk about antennas, necessity of house visit.

4 INSTALLATION follows as soon as Hunt has visited home, determined antenna need, given customer a firm price.



Do-It-Yourself Jumps Kitchen Sales

Out of a chance suggestion came the Jones Music & Appliance Co.'s first do-it-yourself kitchen sale. And out of that sale has come a program that gave the St. Louis, Mo., dealer 17 extra kitchens in a year

AN aggressive effort to interest the do-it-yourselfer in the possibilities of remodeling his own kitchen can mean the difference between a so-so return from the kitchen remodeling market and a thoroughly profitable year, according to Ernest Jones, of Jones Music & Appliance Co., St. Louis, Mo.

Last year, Jones sold 17 additional kitchens, running all the way from \$300 to \$1,800 to do-it-yourselfers who have power tools and who are reasonably expert in their use. Not one of these kitchens would have been sold on the usual "we install basis," Jones points out, —and every sale was a thoroughly welcome one inasmuch as the St. Louis dealer sold every cabinet, appliance and sink at full list price.

"List price on the materials and equipment which goes into kitchen remodeling spells a better profit than the same amount of volume on appliances," Jones declares. "It's a very satisfying situation, inasmuch as the customer saves money, we show a full profit return and there is very little competition in selling this specific bracket."

Jones, who had been an appliance dealer for 25 years in the Missouri metropolis, went into the do-it-yourself field two years ago, when he became convinced that the worst obstacle to selling of model kitchens was the homeowner's unwillingness to pay expensive labor costs. "This subject came up so often in dealing with kitchen modernization prospects that during one sale on learning that the customer had a completely equipped shop in his own garage, I suggested that he try his own hand in installing a sink, some overhead cabinets, and a dishwasher. The prospect gave it some thought and asked whether we could supply plans. Naturally there were none available for his own

kitchen dimensions, but inasmuch as I had been to the Geneva school on kitchen planning, I sat down and worked out a plan on the spot. A few days later, the customer called in telling me the job was done and inviting me to come out and look at the results. We were both pleased. The homeowner had done a really professional-level job and was so proud of his handiwork that I was encouraged to offer the same suggestion to others."

Ads Draw Prospects

Now, three out of every four kitchens sold by Jones Music & Appliance are on a do-it-yourself basis, with Jones doing the entire planning job, lending all of the assistance he can to the project, and selling all of the materials.

"We have developed a simple sales approach," he says. "We run regular weekly newspaper ads aimed at the kitchen remodeling market and now include a box in each ad which invites the homeowner to

make a big saving by doing the installation work himself. Inclusion of this suggestion has made every newspaper ad ten times as effective as in the past and is directly responsible for a much heavier traffic of prospects. When the prospect comes in we point out that we will be glad to make the installations with free planning service by adding 20% more to the total bill. This makes it obvious that the customer can save this amount by doing the job himself. Invariably, this latter point makes a deep impression and we have another do-it-yourself contract."

Customers who do a complete remodeling job in the kitchen spend an average of \$1,200, according to Jones, and by doing the work themselves can come up with a remodeled kitchen which would cost some \$1,800 to \$2,200 on the usual fully-contracted basis. Important is the fact that each do-it-yourselfer who has done a kitchen job is as valuable an advertising

asset as the store could possibly develop. Inviting a prospective do-it-yourselfer to telephone a previous customer who has made his own installation is a sure way of closing contracts, Jones declares.

Staff Helps Customers

Because three members of Jones Music & Appliance Co.'s staff have been through the Geneva kitchen school, there is never a shortage of expert advice available to the customer. "I have averaged as much as 60 hours of my own time in the job of getting the customer over the hurdles," Jones said. "First, when the customer has decided to do his own work, we invite him to bring his wife to the showroom for a planning session, warning him to be ready to spend the entire afternoon if necessary. We do the planning work in our model kitchen, at the left front of the showroom, using a miniature kitchen kit to work out all of the angles and details on the table top. All of these are trans-

(Continued on page 93)



TWO TEEN-AGE sons of a St. Louis doctor install a cabinet in a kitchen remodeling project that saved the doctor \$1,300, brought dealer Jones a \$1,200 sale. Jones' plans, designed for amateurs, took five hours to draw.



PRE-INSTALLATION conference with the do-it-yourself customer and his wife is standard procedure. Here Jones explains the drawings, sets up the kitchen with model, covers installation practices.

**BETTER
HOME**

merchandising

TRAFFIC BUILDING: Promotional Mileage From Giveaway Cars

M. L. Harbin, president of Georgia Jewelers, Inc., 6 Broad St., SW, Atlanta, devised a traffic building theme which he's been playing, with variations, for two years, as one phase in his continual drive toward better home merchandising. At six-month intervals, the credit jewelry firm gives away a jaunty European car.

It's big-ticket, but by the time Harbin drops the keys into the winner's hand, he has gotten plenty of promotional mileage out of the little car. Locked against kids and worse, the car goes on permanent display at the start

of each "contest" in the store's wedge-shaped outside foyer. Signs and salesmen, using a nothing-to-buy pitch, encourage sidewalkers to fill out stub-and-ticket registration blanks. Ticket halves with names and addresses are dropped into a box at the rear of the store.

CLIMAX WITH PUBLICITY. Each promotion ends with local bigwigs (banker, newspapermen, etc.) drawing the winning ticket amid the popping of hired flashbulbs. Harbin has the actual award photographed, too, uses pictures in windows and ads to prove that when Georgia Jewelers gives away a car,

a car really gets given away. This is also the reason why he never uses the same make of car twice in a row (so far, two German Messerschmitts costing \$700 each; a Morris Minor and an English Anglia at \$1,125 each; a German Isetta at \$1,160).

MOTOR SCOOTERS, TOO. The average promotion finds Harbin's men distributing 35,000 tickets (@ \$4 per M). At his other and smaller store in Columbus, Ga., motor scooters (\$250 to \$300) are giveaways. Main fulcrum of the promotion is finding a colorful, traffic-stopping premium.

PROMOTION: "Lucky Day" Sale Doubles August Volume

August store volume at Gulf Hardware, 434 Fannin St., Beaumont, Texas, more than doubled 1956 figures as the result of a 30-day promotion originally created to beat a slump in refrigerators and air conditioners.

THE GIMMICK. Manager Jewel Maness' "Lucky Day" sale offered a full rebate to the customer who made his purchases of appliances and/or furniture on the one day of the month in which store sales most closely

equalled the daily average. At the close of the promotion he added up his month's sales, divided by 30 to get an overall average, and then compared this figure with the number of daily sales.

The promotion proved to be better merchandising, says Maness, because it maintained interest at a high pitch for a month and gave him a head start over his competition in clearing out '57 merchandise and assured

him of capital and space for '58 products.

WHAT IT COST. The entire promotion cost Maness close to \$3,000—which amounts to about three percent of the month's volume. Appliances worth \$2,000 were given away to those people who had made their purchases on the lucky day; four non-co-oped newspaper ads cost \$150; 34,000 direct mail pieces came to \$340; several 20-second TV spots cost \$100.

TOYS: Puppet Show Draws 1,700

Seven hundred youngsters, mostly accompanied by Christmas-present-buying parents, flocked to a marionette show during the first two days of a better home merchandising promotion of dealer J. W. Kerns, Klamath Falls, Ore. On each of the next two week-ends of the pre-Christmas season, 500 children and their parents came into the store's toy department to see the show that was the idea of Ben Kerns, sales manager.

ONE JUMP AHEAD. To get Christmas present buyers exposed to the store's wares before they shopped the city—Kerns and his

wife worked weeks early in the fall with drama teachers from the local high school to set up the show.

The show that drew children from 6 to 60, was a "Christmas Fable." Five 18-in. puppets, including two witches, two elves and a Christmas fairy were hand-made by the Kerns. To a background of voices dubbed on tape, the story told how Santa Claus was put to sleep by a witches' brew. A happy ending convinced the Klamath Falls children that Santa would be back at his usual business by Christmas Eve.

THEATER IN A BOX. The puppet theater was 4 feet wide, 40-in. deep, and located in a space directly to the rear of the self-service toy department. At the close of the show, a Santa Claus led the crowd into another part of the toy department for ice cream refreshments.

The use of this Christmas puppet show—which could be arranged by almost any dealer at comparatively low cost with amateur puppeteers in most cities—brought to the Kerns the welcome cry of "Mommie, that's what I want."

MORE▶

CASH IN On Your Ideas The editors of ELECTRICAL MERCHANDISING will pay \$20 for each acceptable Better Home Merchandising Idea. If you have a

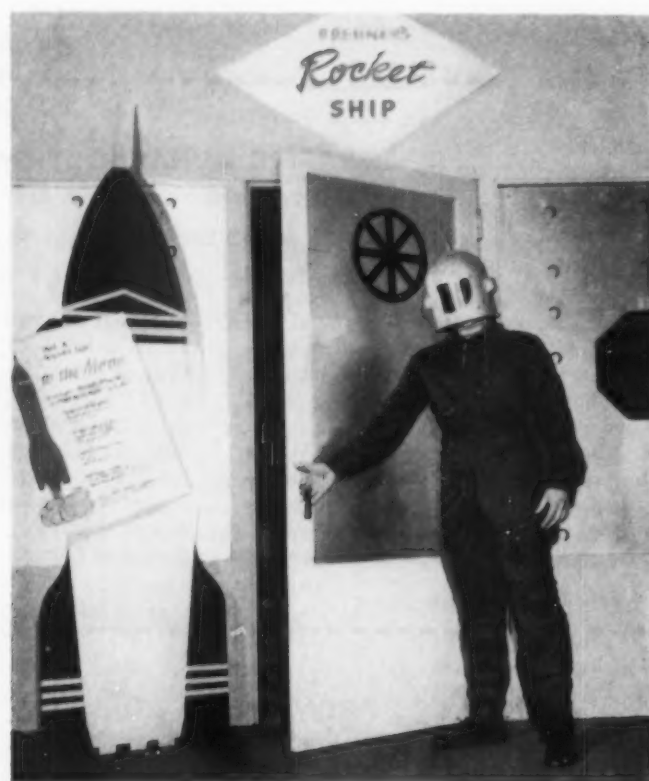
successful technique or operational method or a successful promotional idea, just write a letter to Editor, Electrical Merchandising, 330 West 42nd St., N.Y. 36, N.Y.

BETTER
HOME

merchandising Ideas Run



Cookie Jar Sales Joslin Dry Goods Co., Denver, Colo., proved the value of imagination in this window display which helped to launch their new kitchen planning service. Against the backdrop of a complete model kitchen the store's display staff placed two little girl mannikins in the act of robbing the cookie jar and added realism with live props of grocery staples and a woman's pocketbook. The display called attention to strategically placed signs announcing the new service.



Future Tense A rocket trip to the moon via the medium of sound drew 6,500 visitors to three California branches of the 8-store Breuner home furnishings chain. A space-suited doorman ushered "passengers" into a room resembling the inside of a rocket ship, where they heard the sound of the rocket "blastoff" and voices of crew members making emergency repairs to the ship's hull. The trip ended with a down-to-earth explanation and demonstration of stereo sound on tape.

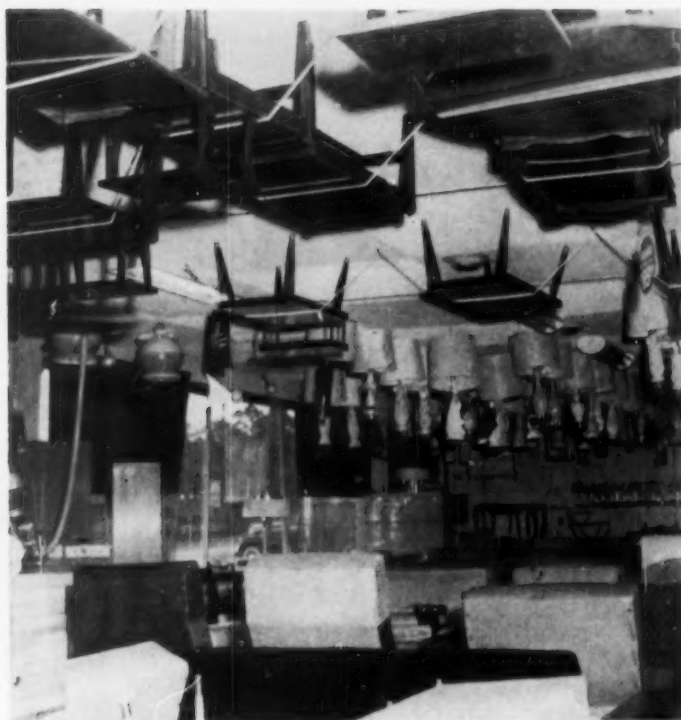


The Greatest-Show-On-Earth The circus came to Poughkeepsie, N. Y. and Rocket Stores, Inc., got an elephant's share of summer appliance sales. A huge canvas was utilized to turn the store front into a "big top." A further tie-in was a bonus of one circus ticket for each \$50 of purchase. By the time the real circus had come to town the following Sunday, the week-long sale had moved over 80 major appliances, 10 TV sets, as well as a host of smaller appliances.



Parts, Parts, Parts Something out of the ordinary was needed to attract attention to the otherwise undistinguished window of Appliance Electric Service, of Los Angeles, California. Parts proved to be the answer, both as a means of emphasizing the company's repair and parts department, and as an attractive and eye-catching display. Symmetrically mounted on a white background the hundreds of automatic washer parts seldom fail to gain the attention of passersby in the firm's heavily traveled location.

from Cookie Jars to Rocket Ships



Upside-Down Display: Rightside-Up Profits McCoy's Appliance and Furniture Center, in Chamblee, Ga., is a successful dealership whose displays belie the fact that sales manager, Jeff Davis is aware of "which side is up."

Finding that the combination of appliances and furniture made for a space problem of almost unsurmountable proportions, Davis looked around for a satisfactory way to display two bulky lines, appliances and furniture.

His solution: a simple one. Obviously, since floor space was at a



premium, two alternatives only were left: the sidewalls of the store and the ceiling. Floor space would be utilized almost exclusively for heavier major appliances, upholstered furniture, chests-of-drawers. Ceilings and sidewalls would help to relieve the space problem and serve for the display of kitchen dinette sets, and lighter objects such as table lamps. Simple hood and eye arrangements were used singly, or in conjunction with short lengths of chain, rope and 1" x 2"s to complete the simple method of holding the displayed pieces in place.



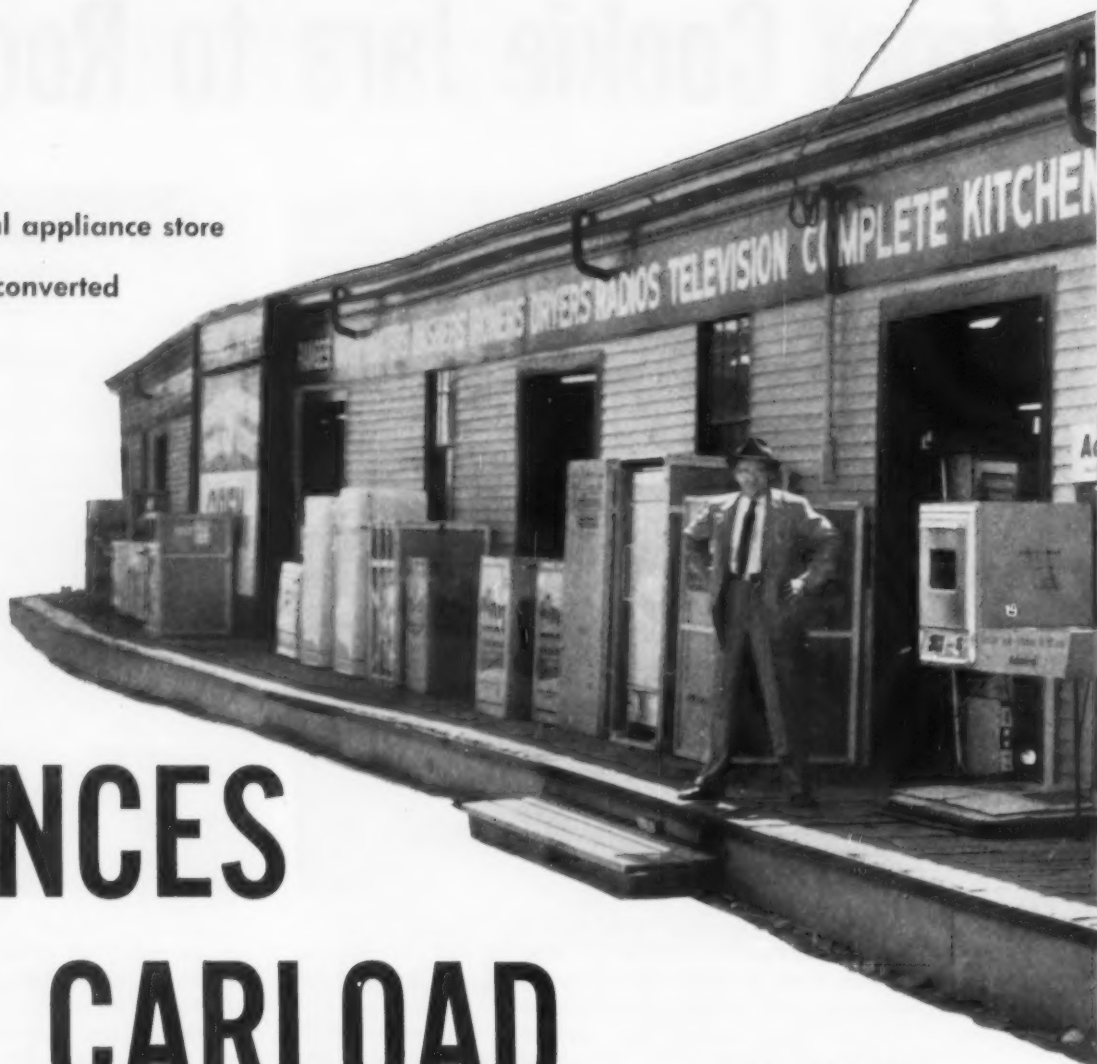
People Can't Read Look closely at the sign in the window pictured above. Chances are you've probably misread it too. Kraft and Williams, of Buffalo, N. Y. found that it increased their normal traffic by some 50 percent. The slogan, so ingrained in the minds of the average consumer that they immediately misread it, serves its purpose of bringing people into the store. When told that the firm is "going out for business" they show sense of humor and laugh it off. Then they get down to serious business.



Action Equals Sales Motion can be counted on to attract attention, Builder's Emporium, Van Nuys, California, has found. One recent display utilized a candy-stripe pole (cardboard tube), and four cardboard signs, two of which bore the lettering "Fans", the others the word "Sale". Using roller-skate wheels as bearings nailed to ceiling and table, the pole was fitted over the wheels. Motive power was furnished by the simple expedient of placing a fan behind the sign and turning it on. The breeze did the rest.

End

Dick Curran runs a conventional appliance store in Portland, Me. But when he converted this old freight shed into a road-side discount-type warehouse, he pulled the rug out from under his competition and sold . . .



APPLIANCES BY THE CARLOAD

By BILL MCGUIRE

ON April 10, 1957, Richard Curran made Maine merchandising history when he opened a modified discount operation in Portland.

Despite Curran's experience (he also owns a conventional appliance store, an electrical wholesaling firm and an electrical contracting business), few observers gave his new venture a chance of success. In order to understand this attitude, it's necessary to know something of the Maine appliance market.

The population of the state is 900,000; of Portland, 78,500; of the 95-square-mile Portland metropolitan area, 124,000; and within a 40-mile radius of the city, some 200,000. The major factor in Maine appliance retailing is the Central Maine Power Company, a merchandising utility with more than 30 stores, and prestige to burn.

The Conventional Pattern

General distributor practice in Maine is to publish two retail prices per piece—one, straight manufacturer's list; the other, a lower "with trade-in" price (also the lowest figure at which the piece may be advertised with co-op). A great many independents are ad libbing a bit further by selling at the with-trade price whether or not a trade-in exists.

Although a few dealers have been quietly flirting with discounting for a year or two, selling without a trade-in at the with-trade price is as gay as most Maine retailers have chosen to get.

Their motivation in holding back: a blend of New England conservatism, fear of the stigma which seems to be built into the word "discount," and the average consumer's unawareness of the fast new route the appliance business is going in New England's more "enlightened" cities (notably Boston, Hartford and, to a lesser degree, Providence).

But the basic reason discounting gets the soft pedal is that few distributors maintain service operations worthy of the name, and there are no factory service depots in Maine. This and the distributor pricing policy have left most competition in the state on the high and dry level of service and trades, not price.

Curran's Pattern

Into this quiet, timid market Dick Curran's semi-discount operation dropped like a bomb—a curiously welcome bomb as it's turned out, for it seems to have stimulated the city's appliance business in general.

There's new action in Portland, as con-

sumers are snapped out of their lethargy by Curran's concerted radio and newspaper advertising, and as other dealers move to meet his prices or to sell against his stripped-down method of merchandising.

Before shaping his own new operation, Curran paid repeated visits to Boston's most successful high-volume, low-price house, an exceptionally clean dealing giant whose gross is well in excess of five million. He studied this firm's pricing, stock and advertising. He watched its clerks and its customers.

"From this," he says, "I knew what I had to have—a supermarket for appliances. I'd have to establish a volume buying and mass selling program, using nothing but brand name lines and stocking them from bottom to top. I'd have to fit in as many sidelines as I could sell with profit, because I'd be building toward a one-stop operation in hard goods. When you work at low margins, I learned, you spread yourself thin—you extend your operation horizontally to support business in a variety of products without appreciable increases in overhead."

Picking a Location

Realizing that Portland alone could not be expected to support his new store, Curran



DISPLAY IN FREIGHT SHED is not quite as jumbled as first glance indicates. Appliances are grouped in lots and one unit of each lot is uncrated so customer can get a satisfactory first hand look at it.



CRATES SERVE AS BULLETIN BOARDS for spec sheets and large price tags which are stapled to each carton. Biggest space on each tag is reserved for "Curran's price".

chose a location on the outskirts of the city, directly accessible to towns lying north, south, east and west via good roads, all of them bypassing Portland proper. There, on St. John Street, he rented (for \$225 a month) a 150' x 48' freight shed with a railroad siding at the rear and a building-long truck platform along the front.

For \$6,000, he painted the building yellow and red, insulated the walls, installed bare-lamp fluorescent lighting and graded and black-topped the surrounding land into a parking lot for several hundred cars. Into the warehouse atmosphere of the shed he crammed a \$125,000 inventory (at cost) of some 1,100 majors, television, sinks and cabinets. What little room was left he filled with housewares, bicycles and power mowers.

Crates and More Crates

His display system is simple enough. Inside the shed, crated white goods are stacked two and three high, in lots. Fronting each lot is a single uncrated piece, or a crate from which front and top have been torn. Bright yellow price tags are stapled to every crate, taped to each display piece. Unfolded specification sheets, display banners

and posters are stapled to the crates above.

Television and high fidelity units are stored and displayed with greater care in a partitioned area of the ex-shed. This section represents one-fifth of the building; the remaining four-fifths are in white goods.

Outside on the truck platform, crated and uncrated majors, a few power mowers, a random bicycle or two present to motorists the disordered, hurry-up air of a store where price and turnover obviously reign supreme.

A Price Operation

Curran's St. John Street store is basically, though not purely, a price operation. Every piece there has just two prices—list and selling price. There's no haggling. As it's marked, so is it sold. The store advertises prices of from 20% to 40% off list on everything in stock.

Though Curran wasn't enthusiastic about servicing, he knew he had to do it. A policy of price without service would have been his Achilles heel through which his competition could easily have brought him down at the outset. Electricians from his contracting business help his three regular servicemen handle about half of the company's work. The rest is farmed. All is on the basis of

parts and labor for a period of 90 days.

No trade-ins are accepted at St. John Street, but Dick Curran rarely loses a sale on this account. When a prospect who wants to trade turns up there, the deal is simply channeled through Curran's in-town appliance store. This outlet operates a la Portland—generally from suggested list, with trade-in allowances deducted. The in-town salesmen know comparative values in used merchandise—know, too, when to make the long trade and when to shorten up.

His Secret: Buy Right

Curran finds his profits in sharp buying, not sharp selling. "Buy right," he says, "and you can't get hurt when you sell." He listens to distributor salesmen, always samples a new line, but never takes a blind flyer on it.

"By the second time around," he says, "I know where I'm going. The good movers have started to roll. Then I know where to go lightly, and where to try to line up a carload."

He buys in cars and split-cars at every opportunity. He likes the heavy co-op, the pre-paid freight and the advantageous buys that carload purchasing can bring. Recently, he picked up an 85-piece car divided almost
(Continued on page 100)



Electric housewares sales at Daniels & Fisher, Denver, Colo., have increased steadily over a ten year period because, among other things,

Their Salespeople Use the Housewares They Sell

THE old saw that "experience is the best teacher" was never anywhere more applicable than in electrical housewares merchandising, according to Oscar Selzer, housewares buyer at the Daniels & Fisher Stores Co., Denver, Colorado.

Over the past ten years electrical housewares have shown a constant forward march at this Denver "carriage trade" department store. Some of the increases have been spectacular, others slight—but in every instance, yearly sales have advanced.

The secret of a healthy housewares situation such as this can be summed up in four simple points which make up Selzer's merchandising formula. These are:

1. Make it easy for the salesperson to use the appliance at home—and talk from experience when it comes selling customers.
2. Stage a product discussion meeting at least once a week with every possible sales point of an electrical housewares item thoroughly gone over.
3. Use every possible inducement to keep the same salespeople on the floor year after year to sell the same customers.
4. Maintain a full mark up by concentrating on prestige lines.

All of these points are tightly wrapped up in the Daniels & Fisher program. First, Selzer works to get the sort of cooperation from his suppliers which will make it possible to let each girl take a small appliance home, experimenting with it in her own kitchen until she knows positively what she has to offer when the customer approaches. There are several ways of accomplishing this all important point, according to Selzer.

One is for the store to make a gift of the new item to its personnel, with the assurance that it will be used at home. Another is to get the cooperating manufacturer to assume either all of the cost or at least part of it. A still more practical method—and one which the dealer practices constantly—is to stage sales contests in which the reward, instead of cash, time off, etc., is one of the appliance involved. There have been many such staged at the Daniels & Fisher store, for example, sales contests built around a newly developed waffle baker, toaster, electric iron, etc., with the sales people receiving one of the appliances for their own homes for each eleven sold or whatever period of time has been set up for the promotion. Here, naturally, the double incentive of wanting to win the appliance and to do a better job of

selling it later on means that Daniels & Fisher salespeople absorb all of the necessary information in a hurry.

Selzer, of course, capitalizes on all such competitions as they are started by manufacturers and when none such are in the offing on the manufacturers' or distributors' part, he cooks them up himself. As a result, the half dozen women salespeople who make up the electrical housewares and general housewares department probably have as modern a lineup of traffic appliances in their homes as any group of women in the country.

Weekly Product Meetings

As to getting product information across emphatically enough so that each salesperson is a practicing expert with the item which she is demonstrating to her customers, early-morning sales meetings staged once per week and beginning at 8:00 o'clock handle this aspect. Every meeting is, of course, a "required function," but Selzer is convinced that he would get just as worthwhile cooperation from his salespeople if the meetings were entirely voluntary. The store's electrical salespeople are among the best paid in the Rocky

(Continued on page 104)

It takes **29** toaster sales
to match the money you make on **1**
Easy Combomatic Washer/Dryer!

Sure—small appliances are a wonderful come-on! But, this Christmas, you can make a 3-figure profit in a fraction of the time it takes to sell 29 toasters.

Sell Combomatics—the perfect gift!
Women want them! Men want to buy them!
Promote them as *the* glamor gift! Promote
special Christmas credit.

It takes longer—but not that long to sell
a Combomatic instead of 29 small appliances.
Make use of *all* your Christmas traffic prospects—this Christmas step them up.

WRAP UP EASY WASHER/DRYER SALES THIS CHRISTMAS!

- Easy's Combomatic is only 27 inches wide!
- Easy's Combomatic washes/dries up to 10 lbs.!
- Easy's Combomatic guarantees no over-drying!
- Easy's Combomatic dries without heat-set wrinkles!
- Easy's Combomatic gives full temperature control!

EASY LAUNDRY APPLIANCES DIVISION • The Murray Corp. of America • Palmolive Bldg • Chicago, Ill.



MAJOR APPLIANCE SERVICE

By P. T. BROCKWELL, JR.

10. Repairing

Water heaters break down so seldom that the average serviceman gets very little chance for practice, but operating parts are so simple that if you know what to look for, repairs are not difficult to make

A GENERAL appliance serviceman need not necessarily know how to install a water heater—surely, his work is diversified enough—but he should be able to recognize an installation fault which affects satisfactory operation so that he can rule out appliance trouble and suggest to the customer that she recall the installer. By this we do not mean that faulty installation are commonplace.

Indeed, electric water heater installations are rigidly controlled in many areas by one authority or another. As one example, a power company which offers its customers a low, off-peak rate for water heating, demands that both the installation and the water heater meet certain specifications which are intended to ensure safe, satisfactory, and economical operation; and each installation has to be approved by the local electrical inspection bureau.

Nevertheless, it is a good idea to prepare yourself to spot the one-in-a-hundred exception by checking with your local plumbing and electrical inspectors and the power company. From one or more of these sources you can learn firsthand what constitutes an acceptable installation in your area. More than likely one of them will give you an illustrated bulletin on electric water heater installations—a valuable adjunct to your service literature.

And your initial preparation for water-heater repairing also will consist mostly of book-learnin', for failures are so infrequent it's next to impossible to get any advance practice. For example, one general appliance

manufacturer's area service station, which employs 70 servicemen, averaged the summer of 1957 less than six water-heater calls a month! With some of the more complex appliances, your having to tackle the job with little or no practice might be cause for frustration, but a water heater's operating parts are not only simple—there are so few, they can be counted on the fingers of one hand.

Component Parts

The principal parts are: an insulated tank, which is encased in an outer jacket; one or two heating elements, a lower only, or an upper and a lower; and the temperature control(s). In some areas, particularly where the utility company offers its customers an off-peak rate for electric water heating, the use of an upper heating unit is forbidden. In some other sections, both upper and lower elements are permitted in certain installations, but off-peak rates apply only to the current consumed by the lower element. (See Fig. 1.) One type of off-peak control center is diagrammed in Fig. 2.

Though more properly classified as an installation appurtenance rather than a part of the water heater itself, we must include here the safety valve which is required by virtually every local code. One type in widespread use is a combination temperature and pressure relief valve. Its discharge tubing usually is terminated over a sink, near a floor drain, or outdoors.

Since most electric water heaters are served by a 230-volt supply circuit, you must use

every precaution to protect yourself as well as any bystanders from electric shock. Children, especially, should not be permitted in the room in which you are working if you have to expose live electrical parts. Before continuing, perhaps you'd like to review in *ELECTRICAL MERCHANDISING*'s May issue the dryer-servicing article's uncaptioned introduction wherein safety in working with the higher voltage is treated in detail.

Now, if you are convinced that working safely is a must, let's get on with our discussion of the remedies for the more common ailments of electric water heaters.

Overheating. This trouble usually is evidenced by fuse failure in the temperature relief valve. Immediately you arrive on such a job, shut off the water-heater circuit's safety switch to forbid further heating; then to cool the tank with a minimum of delay, open any hot water faucet and let it run for a few minutes. Obviously, for every gallon of hot water you draw off, an equal quantity of cold water will enter the tank. Don't concern yourself at this point with the steam and/or hot water sputtering from the relief valve's discharge tubing. You will, of course, take care of that by renewing the relief-valve fuse after the tank has cooled enough for you to handle the parts. Meanwhile, you may be able to take some preliminary steps toward checking the thermostat to ascertain what caused the overheating.

Thermostat Service. Some thermostats have a temperature adjusting device which is ac-

EDITOR'S NOTE: Preceding articles in this series were *How to Get Started* (Oct. '56), *Repairing Conventional Washers* (Nov.), *Repairing Automatic Washers* (Feb. '57), *Repairing Rotary Ironers* (March), *Repairing Electric Clothes Dryers* (May), *Repairing Electric Ranges* (June), *Repairing Vacuum Cleaners* (August), *Repairing Dishwashers* (Sept.), and *Repairing Refrigerators* (Oct.). Tear sheet copies are available while they last. Write Editor, Electrical Merchandising, 330 West 42nd St., N. Y. 36, N. Y.

Electric Water Heaters

cessible to the customer; others have only an internal adjuster which should not be altered by anyone but a serviceman. Which-ever, check the setting; it should be around 150 degrees. If that point is all right, inspect the thermostat to ascertain whether there is evidence of the contacts sticking in the closed position or any other trouble—wiring or mechanical—which would cause the thermostat circuit to remain closed when it is supposed to be open.

If the contacts have been sticking, oftener than not you will be able to clean them

satisfactorily with a contact-point file. (Do not use sandpaper or emery cloth.) Water heater thermostats wear extremely well, rarely requiring complete renewal. A minor adjustment, like that just described or something similar, usually will correct the trouble, though occasionally you will come across a thermostat which is so badly damaged you will have to replace it.

Relief-valve Fuse. Keep in mind that a 175-degree fuse is adequate for a 150-degree temperature setting on the water heater

thermostat. A 195-degree fuse is available, but since most manufacturers agree that a 150-degree setting on the heater will provide suitable-temperature water for both dish- and clothes washing, there is no good reason for advancing the temperature setting beyond the 150-degree mark. The temptation to raise the temperature is heightened when the family and/or their hot-water-consuming appliances have outgrown the water heater or when too small a tank has been installed.

Insufficient Hot Water. With this com-
(Continued on page 108)

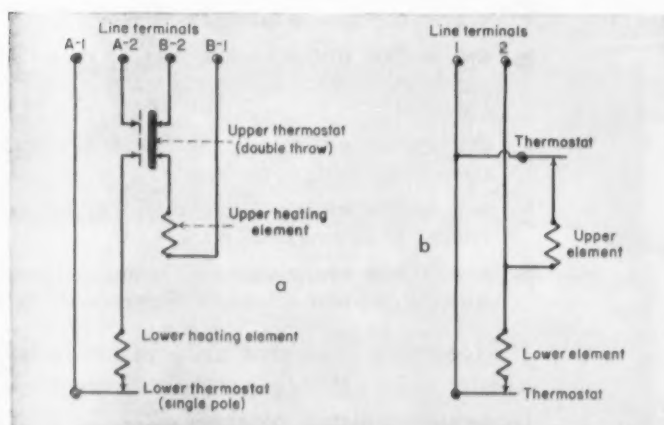


FIG. 1. Two electric water heater wiring diagrams. Refer first to sketch A. When water in the upper part of the tank reaches the desired temperature, the double-throw thermostat's switch bar will shift to the position indicated by the vertical dotted line thereby shutting off the upper element and closing the circuit to the lower whose single-pole thermostat responds to the temperature of water in the lower part of the tank. Once the water has been heated, the lower element will do most of the work unless there is an unusually heavy demand. This design is used in areas wherein the power company will supply electricity at low, off-peak rates through line terminals A-1 and A-2, while that supplied through B-1 and B-2 is billed at a higher rate. The diagram in sketch B is for a two-element water heater whose elements can be energized singly or simultaneously to meet almost any demand within reason. The wiring design for a single-element water heater would be the same as that shown in sketch B with the upper element and its thermostat omitted.

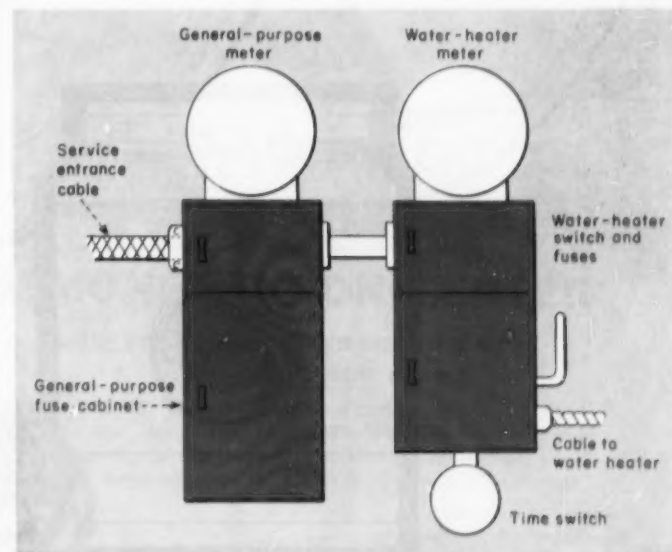


FIG. 2. One arrangement of the control equipment for off-peak water heating service. The time switch which interrupts the circuit during peak hours is shown attached to the bottom of the water heater switch and fuse cabinet. With outdoor metering, the power company in many areas attaches a weather-proof time switch to the bottom of the water-heater meter support. With the connecting sequence shown (meter, switch, fuse) keep in mind that even though you open this water heater switch to "kill" the fuses, the line terminals in that cabinet will still be energized, for there is no cutoff device ahead of the meters. So be careful.

PHILCO-BENDIX® for '58...

Only Philco-Bendix gives you these great

The sensational **BIG FILTER DRUM**

in the **PHILCO-BENDIX DUOMATIC
WASHER-DRYER COMBINATION**

Sales prove it! In today's fast-growing washer-dryer combination market, the Philco-Bendix Duomatic is too hot *not* to handle! The Duomatic is the combination that outsells all others, outperforms all others. And it's even hotter for '58 with the Big Filter Drum. Just look at these selling exclusives you get with the Big Filter Drum in the '58 Philco-Bendix Duomatic.

- ▶ **BIG FILTER DRUM** is safe for any and all fabrics – even the miracle fabrics!
- ▶ **BIG FILTER DRUM** washes cleanest, dries faster (up to 45 minutes faster) than any other combination!
- ▶ **BIG FILTER DRUM** has 2880 filter holes that make lint a thing of the past!
- ▶ **BIG FILTER DRUM** dries clothes without wrinkling, cuts ironing time!
- ▶ **BIG FILTER DRUM** washes heavily soiled clothes with the exclusive automatic "Power Soak" cycle!

It's big-ticket items that make profits in home laundry today. Get your share with the biggest big-ticket appliance of them all – the Philco-Bendix Duomatic with the Big Filter Drum. Contact your Philco distributor today!

MODEL C & CG-788



Built to make the retail sale...

TOO HOT NOT TO HANDLE!

selling advantages...sure to make the retail sale

The amazing new

"TRIPLE-DUTY" FILTER-DISPENSER

in the PHILCO-BENDIX "LINT-FREE" AUTOMATIC

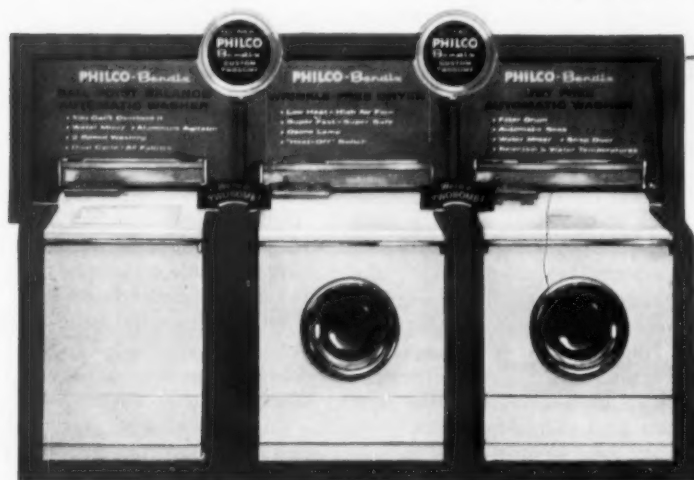
You've never seen anything like it—and neither have your customers. The exclusive "Triple-Duty" Filter-Dispenser guarantees a cleaner, softer, lint-free wash every time. It does *three* important jobs — all automatically.

- 1** **AUTOMATICALLY** dispenses detergents, soaps, water softener. Mixes washing ingredients thoroughly. Prevents soap-streaks and lumps. Also aids clothes "turnover" in active, sudsy water. Assures a cleaner, whiter wash.
- 2** **AUTOMATICALLY** dispenses rinse solutions and fabric conditioners during rinse cycle. Gives fabrics a softer, "like-new" finish every time.
- 3** **AUTOMATICALLY** filters every drop of wash water three times. Giant lint screen never clogs. Gathers all lint into one small puff ball for one-second cleaning.

And remember: the '58 Philco-Bendix is the only automatic "you can't overload." Exclusive "Ball-Point Balance" lets customers wash a heavy 5 x 7 shag rug as easily as a lightweight sheet. Completes every load, every time. No cutoffs. No half-washed clothes.



MODEL W-288



MODEL W-288

MODEL D-688

MODEL W-487

▲ Ball Point "Twosome" in 3 step-up pairs ▲
Custom, Deluxe and Special models!

▲ Gyromatic "Twosome" ▲
in handsome Custom pair!

Exclusive PHILCO-BENDIX "TWOsome" DEMONSTRATION CENTER

Lets you sell **TWO** matched pairs
...with only **THREE** units!

One Philco-Bendix Wrinkle-Free Dryer matches both "Lint-Free" Automatic and "Lint-Free" Gyromatic Washers. Whether your customers prefer a top-loading or front-loading washer, you'll make every matched pair sale with Philco-Bendix "Twosomes."

Philco-Bendix Home Laundry Appliances are brought to you by Philco Corporation

PHILCO-BENDIX® for '58

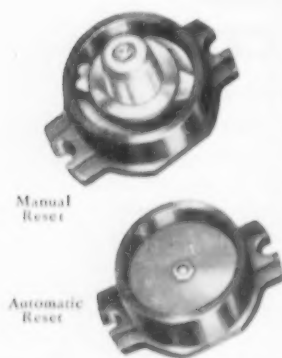
Call your
PHILCO®
distributor
today!



KLIXON Protectors Save Many Call-Backs For Syracuse Motor Repair Shop

SYRACUSE, N. Y.: Robert Capocefalo, in his job as General Manager of the Syracuse Armature Company, is very familiar with the advantages of Klixon Motor Protectors. Here's what he thinks about Klixon Protectors:

"As a result of using Klixon Protectors, we feel that we've saved many call-backs with the result — a much better understanding with our customers in general."



The KLIXON Protector is built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

WRITE FOR THE NEW FREE INFORMATIVE BOOKLET, "THE STORY OF THE SPENCER DISC."

METALS & CONTROLS CORPORATION

Spencer Thermostat Division 2511 Forest Street, Attleboro, Mass.

KLIXON

HI-FI: SETS AND COMPONENTS

STORY STARTS ON PAGE 64

and to me at the same time, so I shut off the competition.

How To Talk Discount

"In talking price I have to assume the customer has been shopping New York City discount houses, or at least reading their ads. To meet this situation I explain that, for instance, two twelve-inch coaxial speakers made by the same company may be very different; one will sell at \$28.50 while the other sells at \$58.50. I point out how the discount ads mention only the manufacturer, saying nothing about model or serial number.

"After I quote full net price of the components combination that interests the customer, I bring up the subject of discount. Only 10 percent of my components customers buy the first time they come in. I know if I don't offer them discount on their first trip they will shop around and buy somewhere else. So I give them their choice of two discounts right away.

"I explain that with a 10 percent discount I will give 90 days unconditional free service and honor the manufacturer's parts warranty out of my own stock. I tell them a discount house will give them a bigger discount with no service, and warranty-covered parts will be ordered from the factory.

"At 15 percent discount I sell the unit in a sealed carton, emphasizing that there is no service guarantee, and defective parts will be replaced only by the factory."

Welan's profit before discounting is 40 percent. He manages this by getting 80 percent of his components direct from the manufacturer at a savings of 10 percent over parts jobbers' prices. He sells components according to the "audiophile net" list, using his 10-15 percent discount system.

Ninety percent of Welan's components sales are on the 10 percent plan. Only one percent of the units come back to him for service.

Encourages Permanent Purchases

In closing the sale Welan tries to get the customer to buy only those units he intends to use permanently. Rather than buying a middle-range speaker and discarding it later for woofer and tweeter, the customer is urged to buy a woofer now, and add tweeter later.

Welan also pushes low-priced baffle kits because they leave more money for the components.

"When closing the sale I don't keep talking about one particular speaker," says Welan. I compare the speaker I want this customer to buy with other speakers on my board and with those carried by other dealers—emphasizing that the same money buys about the same quality in all components lines. (He carries Bogen, Fisher, Scott, Harmon-Kardon, Craftsman, Sherwood, Altec Lansing, University, Jensen, Norelco, Stephens.)

"After the customer has paid for his purchase and I am getting the units together," says Welan, "I try to sell him accessories such as a spindle, turntable-base and cleaner. I don't mention these until the main sale is complete because I give them a components combination that takes all of the amount they originally planned to spend."

Welan's attention to giving the customer the best components combination for his money pays off when 90 percent of them eventually buy additional units.

Packaged Units Outsell Components

Welan's package-unit sales so far this year have led components by one-third. However, he says cold weather will see do-it-yourself fans leaving yard and garden activities to favor indoor hobbies such as building component layouts. By Christmas he expects yearly volumes for components and packages to be about equal.

"With package units, I make no secret of the fact that I can't compete, price-wise, with big-city discounters," says Welan. "If I sold packages at 10 percent discount I'd have to double my volume to make the same money I make now. So I don't compete on price—I compete with service by giving free delivery plus three months unconditional in-home service.

"After I find what general price range the customer has in mind and where he wants to put the unit I know whether to show him table model or console, and what price to start with in these styles.

"Just as with components, I start selling a package unit with a talk on hi-fi in general. I explain that it isn't just the number of speakers that determines fidelity. If neces-

(Continued on page 84)



The exclusive *Caloric* Ultramatic automatic features mean more leisure for "holiday living"

Gone are the days of a rigid household schedule (Monday—wash, Tuesday—iron, etc.). Arrived is the age of many, varied activities in every homemaker's life . . . and the desire to include more holiday activities in every day.

You can give every woman who comes into your showroom more time for holiday living. Just show her a Caloric Ultramatic gas range!

Caloric's years-ahead automatic features perform cooking wonders, and at the same time give her more leisure time for the other things she wants to do.

POINT OUT AUTOMATIC FEATURES

THERMO-SET TOP BURNERS are thermostatically controlled . . . end guesswork in cooking. Thermo-Set sensing element keeps food at the exact temperature set—automatically. No constant watching . . . no dan-

ger of burning or boilovers. Thermo-Set makes every pot and pan "automatic."

ROTA-RAY BARBEQUER means more fun for the whole family. Now they can hold a barbecue any day of the year—rain or shine. Automatic spit keeps meat or fowl turning slowly . . . bastes it in its own juices, making it deliciously juicy and tender.

MEAT THERMOMETER means meat "cooked to order." Thermometer is set at the desired cooking temperature. Stem is inserted in meat. When meat is cooked precisely as wanted, meat thermometer turns oven off—automatically!

AUTOMATIC CLOCK-CONTROLLED OVEN gives homemakers the ultimate in luxury cooking. Oven comes on at pre-set time, cooks as long as necessary and turns off again, automatically. Housewife can cook complete meals and have them ready on time, even if she's out all day!

With these features, and dozens more, no wonder a Caloric Ultramatic means more time for "holiday living." Show them . . . and you'll sell them. And be sure to remind all your customers: Caloric is America's easiest range to keep clean.

CALORIC APPLIANCE CORPORATION
DEPARTMENT EM, TOPTON, PA.

Please send me more information on
Caloric Ultramatic gas ranges.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

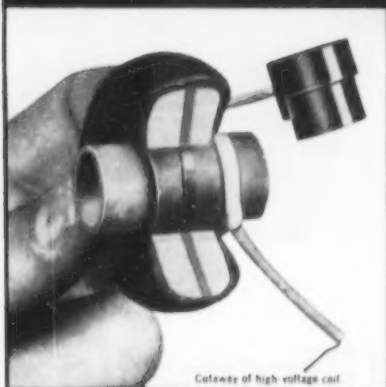
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ELECTRICAL MERCHANDISING—NOVEMBER, 1957

PAGE 81

Only Motorola Dealers
can say this...

20,000 volt picture power



Closeup of high voltage coil

MOTOROLA ENGINEER SHOWS HIGH-VOLTAGE COIL OF 1958 MOTOROLA 21" TV.

EXCLUSIVE! You demonstrate the sharpest, clearest picture in every table model and console.

Did you ever try to read with a dinky 40-watt bulb when you really needed a 100? If so, you'll appreciate Motorola's 20,000-volt picture power.

It lets you demonstrate the brightest, clearest pictures ever. What a difference!

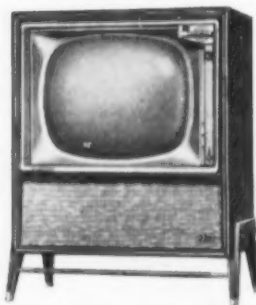
And only Motorola has it. Because the Motorola-designed and Motorola-made high-voltage coils are vacuum dehydrated at 310° F.—impregnated with a

special silicon compound at 285° F. (highest temperatures used for this in the industry).

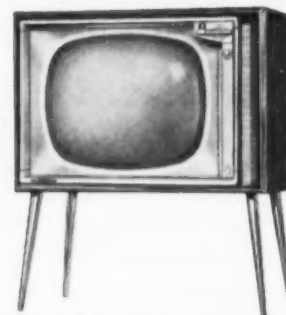
Result, a coil so powerful, so dependable it's tested to withstand not just 20,000—but 30,000 volts. In fact, in recent lab test 40 sets operated 2,568 hours, without one coil failure.

*That's quite a sales story.
And only Motorola has it!*

**ALL THIS PLUS
THIN LINE STYLING
AND TOUCHBUTTON
ON-OFF IN EVERY
MODEL**



Danish Modern console with the finest Motorola features. Insta-Matic channel changer. Golden Satellite wireless remote control. Two powerful hi-fi speakers. 21" overall diagonal picture tube, 263 sq. in. viewing area. Model 21K83 in Walnut, Mahogany or Blond Oak finishes.



Thin Line TV with sound out front. Insta-Matic tuning. Golden Satellite wireless remote control. Power M chassis, 21" overall diagonal picture tube with 263 sq. in. viewing area. Model 21T46 is available in Mahogany or Blond Oak finishes. Legs optional, extra.



More to enjoy from

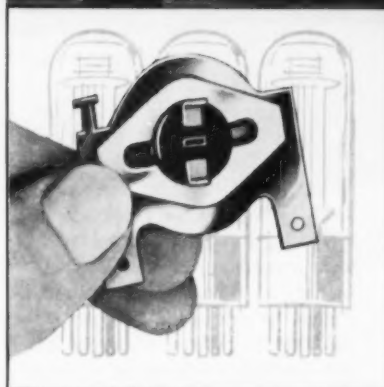
In Canada: Addisons, Ltd.

Specifications subject to change without notice. UHF optional, extra.

New Tube Sentry ends main cause of TV failure

No wonder
sales
are up

ACCELERATED TV LIFE TEST IN MOTOROLA LABORATORY.



Motorola's amazing electronic discovery THE EXCLUSIVE TUBE SENTRY

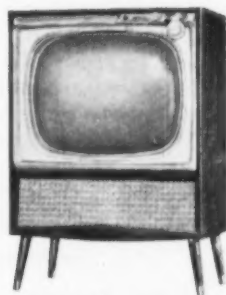
What a sales story! A line that's engineered to eliminate 3 out of 4 service calls. How come? Motorola's exclusive Tube Sentry gets the credit.

The Tube Sentry cushions the surge of power that floods tubes and circuits whenever TV is turned on. This warm-up makes tubes carry 7 times their normal capacity of power. Naturally, it shortens their life.

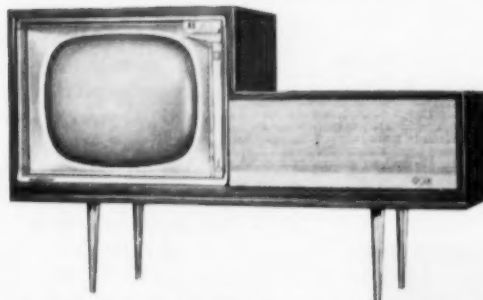
Tube Sentry performs this warm-up function safely, in seconds, *without* the tube-tiring power surge.

You'll find Tube Sentry gives you something *extra* to sell. TV that stays young . . . that lasts 2 to 3 times longer.

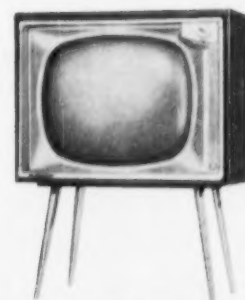
*Dramatic sales story?
You bet. Effective, too.*



High-style console with Golden M chassis. Tube Sentry. Touchbutton on-off. Signal Master 4-wafer Cascade Tuner. Oversize Golden Voice® speaker. 21" overall diagonal picture tube, 263 sq. in. viewing area. Model 21K73 is available in Mahogany or Blond Oak finishes.



Long, low home entertainment center with the finest TV plus a hi-fi phono. Golden Satellite wireless remote control. Tube Sentry. Golden M chassis. Three hi-fi speakers. 21" overall diagonal picture tube, 263 sq. in. viewing area. Model 21F8 in Walnut or Blond Oak finishes.



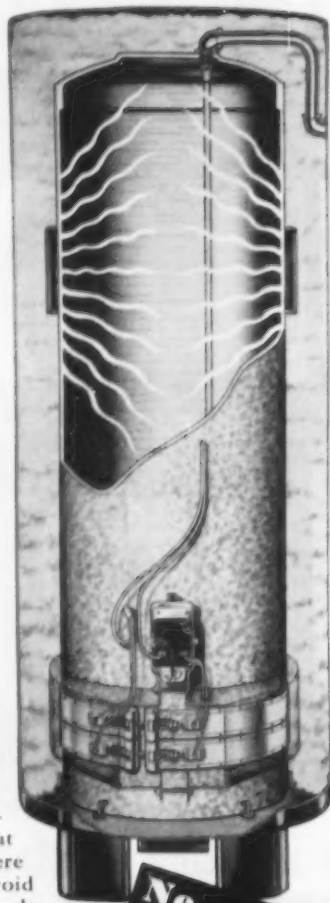
Thin Line table TV. Twin Golden Voice® speakers. Golden M chassis. New exclusive Tube Sentry. Signal Master Cascade Tuner. Touchbutton on-off. (Legs optional, extra.) 21" overall diagonal picture tube, 263 sq. in. viewing area. Model 21T42 in Mahogany or Blond Oak finishes.

MOTOROLA®

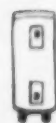
World's Largest Exclusive
Electronics Manufacturer

Under the shell of a TOASTMASTER

Automatic *Electric* Water Heater



No. 1... In a series of reasons why you can be proud to show and sell Toastmaster Water Heater.



The Life-Belt® Element in a Toastmaster Automatic Electric Water Heater is unique in two ways: first, it heats water with a high degree of efficiency. Second, in normal operation, its method of water heating prevents formation of lime and scale inside the tank. It is a scientific fact that scale begins to form, in an area where heat is concentrated, at 178° F. To avoid scale formation, it is necessary to de-concentrate the heat—to spread it over a wider area. In transferring heat to water, the Life-Belt Element applies the wide-area principle. The high temperatures are spread not only over its own 177 square inches, but also over a still greater area of tank surface... thus preventing concentration of heat in any small area. Examination of many Toastmaster® Water Heaters after as many as ten years' daily operation has proved the effectiveness of wide-area heating in preventing scale formation!



McGraw Electric Co. • Clark Division
5201 West 64th Street • Chicago 38, Illinois

*"Toastmaster" and "Life-Belt" are trademarks of McGraw-E Edison Co., Chicago, makers of "Toastmaster" Water Heaters, "Toastmaster" toasters and other "Toastmaster" and "Tropic-Aire" products.



TOASTMASTER

Automatic Water Heaters

HI-FI: SETS AND COMPONENTS

STORY STARTS ON PAGE 64

sary I demonstrate this point on my components speaker board.

"I show the customer several package units (he carries Magnavox, RCA, Webcor and Emerson) explaining the difference in their construction. Then after he selects a record, I play a unit in his price range. After he hears that one, I play a slightly higher-priced model to show him what he can get for more money.

"If he doesn't hear a great difference between the two units I try to sell the original unit with AM-FM radio. If he shows interest in the higher-priced unit, I try to work him on up as high as I think he can go."

Welan never jumps from a low-end unit to a high-priced model. He says playing a vastly-better unit for a customer who can't afford it may make him dissatisfied with the smaller unit, resulting in no sale at all.

Less Competition in Components

Comparing the advantages of dealing in packages and components, Welan says "it's hard to say, because the two lines are so different. But in my situation I might give a slight edge to components. They give me greater profit (40 percent before discount) and delivery and service are easier.

"Warehousing is obviously easier with components. And I have less competition in that line since the nearest components dealer is 25 miles away. But most important from the sales angle, components give me greater flexibility; I can put together any combination in almost any price range.

"On the other hand, packages are still the greatest in demand; components are comparatively new. Also, demonstrating components takes twice as much time as showing and playing a few package units."

Enlarging on the warehousing problem, Welan says he keeps three to six back units for popular lines of amplifiers, tuners and speakers. With the packages he tries to keep at least one back set for "fast movers," but saves most of his warehouse space for TV.

Welan's overall operation stacks up like this: On an annual volume of \$50,000 in hi-fi, he averages about 25 percent gross profit, or \$12,500. On the other side of the store, he again pushes top units in

his TV line, averaging 25 percent gross profit on a \$50,000 annual volume of TV sales. He says the few radios he moves are a negligible part of overall volume.

His service doesn't eat into gross profit because it pays its own way—covering bench space, repairmen's salaries and expenses of a single truck.

Custom Jobs a New Field

To stimulate the "still-new" components market in his area, Welan advertises "Custom Installations." He says queries on this are few, but people who do inquire about this service are given an evening appointment at an hour convenient to them.

Welan goes to the home, learns what they plan to spend, and sees the room where the custom unit is to be placed. He then makes a rough sketch of the electronic layout he thinks best, and gives the customer an estimate for components parts and wiring.

"I seldom try to estimate labor for cabinetwork," says Welan. We have nothing to do with the carpentry angle, so it's hard for me to say how much another man will charge."

He originally made custom estimates at no charge but found only 10 percent of the people actually came in and bought components from him. Now he charges a \$20 fee which can later be credited toward a purchase of components at his store. This is his insurance against people who will get the estimate from him, then purchase the components from the discount houses.

Some custom estimates are for remodelled homes, some are new ones. Some hi-fi fans want speakers in every room; others prefer a multi-speaker system placed in different areas of a single room. Welan neither pushes nor ignores possibilities of custom hi-fi. At present he is watching to see which way the tide will go.

Past and Future

Taking a long-term look at the hi-fi picture, Welan says "Last year my TV volume was three times as large as hi-fi. By the end of this year the two lines will be 50-50. I expect the popularity of hi-fi to keep on growing and whichever way it goes—packages or components—I'll be ready for it." End



National's De luxe adding machine . . .

Live Keyboard* with keytouch adjustable to each operator!

Saves up to 50% hand motion—and effort! Never before have so many time-and-effort-saving features been placed on an adding machine.

Every key operates the motor—so you can now forget the motor bar. No more back-and-forth hand motion from keys to motor bar.

Keys are instantly adjustable to each operator's touch! No wonder operators are so enthusiastic about it. They do their work faster with up to 50% less effort. The new National not only has

new operating advantages, but also has new quietness and new beauty!

"Live" Keyboard with Adjustable Keytouch plus 8 other time-saving features combined only on the National Adding Machine: Automatic Clear Signal . . . Subtractions in red . . . Automatic Credit Balance in red . . . Automatic space-up of tape when total prints . . . Large Answer Dials . . . Easy-touch Key Action . . . Full-Visible Keyboard with Automatic Ciphers . . . Rugged-Duty Construction.

A National "De luxe" Adding Machine pays for itself with the time-and-effort it saves, continues savings as yearly profit. One hour a day saved with this National will, in the average office, repay 100% a year on the investment. See a demonstration on your own work. Call nearest National branch office or dealer. See phone book yellow pages.

*TRADE MARK REG. U. S. PAT. OFF.

National

ADDING MACHINES • CASH REGISTERS
ACCOUNTING MACHINES
NCR PAPER (NO CARBON REQUIRED)

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO
989 OFFICES IN 94 COUNTRIES



New General Electric to get your full share of

*Realistic Big Ticket Plan, available through
the help you need—from*



For as little as \$180.00—a 10% down payment—you may be able to put a G-E Display Kitchen like this on your floor. And that's only the beginning. Read these pages and find out more!

TODAY'S astonishing kitchen appliance market, with its heavy trend toward *complete* kitchens, is big, booming—and begging for attention.

Its surface has barely been scratched.

Now Big Ticket comes up with a complete program of all-out assistance to let you capitalize on this opportunity. Now you can sell the *most wanted* line of complete kitchens—practically on a shoestring.

We're not asking you to swallow that whole. We want to tell you what you get on Big Ticket—from beginning to end.

First of all: realistic financing. Big Ticket begins by giving you the most effective selling tool in the business—a sparkling General Electric Display Kitchen—on credit terms available through General Electric Credit Corporation.

For instance, for as little as 10% down, you may be able to put a display kitchen on your floor. That's *all* the inventory you need. Your General Electric distributor supplies the units you sell *as you sell them*.

How do you pay for these sold units? Under its Work-in-Progress Plan, General Electric Credit Corporation will finance your total outlay for major appliances until your customer's kitchen is completed and accepted.



You sell without inventory! Your General Electric distributor supplies all appliances *as you need them*.



You sell the most preferred line in the business! Independent surveys prove General Electric ranks first with women.



You sell the most pre-sold appliances! Wherever you look—or listen—there's G-E Major Appliance advertising.

sales plan helps you the rich, ripe kitchen market!

*your General Electric distributor, outlines all
floor plans to finance plans!*

Now . . . about customer financing: New General Electric Credit Corporation Kitchen Modernization Plan lets you sell for as low as 10% down with less than typical monthly car payments spread over not 1, not 3, but 5 full years.

To help you handle installation—and get the extra profits that go with it—your General Electric distributor's factory-trained specialists will work day-by-day, step-by-step with you on selecting and setting up a complete installation staff.

That's only the beginning. General Electric distributor experts will be at your service to help plan your kitchen layouts, color schemes, decoration, design. They'll make estimates, blueprints, supply color swatches, even give suggestions on painting and floor covering.

If you wish, you can take advantage of a complete selection of hard-selling mat ads, radio scripts, full-color promotion slides, and a full-length technicolor movie for use at women's group meetings.

And what a line of kitchens you'll sell! The General Electric

line is years ahead in style, completely integrated in color and design, packed with more sales features than any other line in the industry.

Think it over. This market features a high margin profit picture. When you sell complete kitchens, you're not competing on a single-appliance *price* basis. You're dealing on a *service* basis in the sale of *tailored multi-appliance units*. And the man who can supply the service in this new field is the man who can get the sale—and the whopping, multi-unit *profit*.

The big beauty of Big Ticket is that it makes it possible for *you* to supply that service and still have time to do the job you do best—*sell*.

Add it up. This booming kitchen business can make a big difference in your career. Get in on the ground floor—*now*.

See your General Electric distributor—or send in the coupon. General Electric Co., Home Bureau, Appliance Park, Louisville 1, Kentucky.

YOU GET ALL THIS . . . AND MORE

- 1 Delivered to you for as little as 10% down—a new General Electric Display Kitchen.
- 2 Liberal customer finance plans—up to 5 years.
- 3 No inventory problems—you simply order from General Electric distributor warehouse.
- 4 Plans—plus color, flooring, painting suggestions.
- 5 Most pre-sold line in the business.

**General Electric Company
Home Bureau
Appliance Park, Louisville 1, Ky.**

Gentlemen: I want to know more
about your new Big Ticket Plan.

Name.....

Address.....

City.....State.....

Live Better . . . electrically

GENERAL  ELECTRIC



WILL HELP WIN SALES

The long life and dependability of Lamb Electric Motors has been proven in many thousand applications during the past 41 years.

In the appliance field, as well as in other fields, Lamb Electric Motors have gained an outstanding reputation for ruggedness and reliability.

Long motor life is one of the many reasons why Lamb Electric motored appliances are so popular with both dealer and customer.

THE LAMB ELECTRIC COMPANY • KENT, OHIO



Weight-saving motor for home appliances.



Motor parts for household appliances.



Turbine for canister-type vacuum cleaner.



He Won't Tell

STORY STARTS ON PAGE 66

cannot do this without complete control of the installation, including particularly the antenna. Without an inspection of the house, its antenna and its location, they cannot and will not give a firm price. In many cases, Hunt customers must go as high as 85 ft. on a tower for a picture. Some customers insist on pulling signals from as far as the Tri-Cities—Davenport, Rock Island, Moline—some 90 miles away. All this, of course, adds to the sales totals.

Charles Hunt always presses for some kind of commitment before he lets store customers walk out. If they won't buy, he's satisfied with a date to see them at home. Though he can't sell them right on the spot, he wants to "hit 'em again" before they have a chance to go elsewhere. On this basis, he is assuming the role of a sales engineer, and making the sale of the set merely the end result of a plan to provide a service for the customer. Often, he'll "drop by" the same evening, and, in most cases, sew up the sale then in his best "just visiting" manner. He can afford to do this because he visits every buyer's home anyway.

(Continued on page 90)



BALLOON ASCENSIONS.....

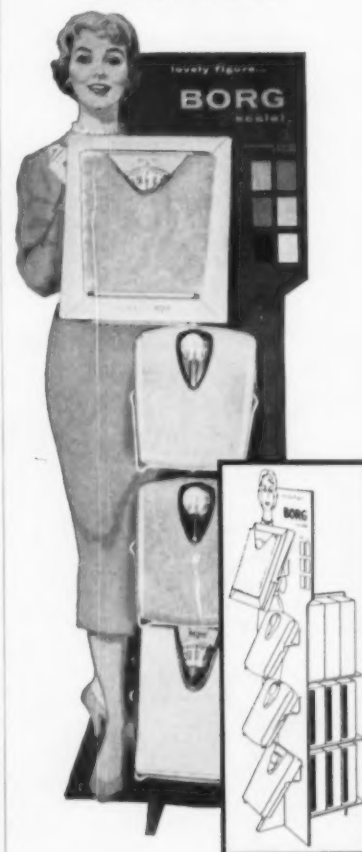
..... are rare these days, and so are appliance dealers who have not shown interest in the subject of side-line products. In December, Electrical Merchandising will explore the relative merits of some of these products and their growing importance in terms of increased sales for the appliance-radio-tv dealer. Watch for the December, 1957 issue of . . .

ELECTRICAL MERCHANDISING

"I sell scales in the ads and in your store!"

TERRIFIC New Scale Display

... Featuring "Miss Borg" who appears in Fall National Ads



yours with new deal by

BORG

The BIG name in bath scales

At your wholesaler now

Can your customers wash dishes with a price tag?

DEMONSTRATE the features you can see! Show your customers why KitchenAid is *the finest made*...why there is a difference in price—and in *results*!

Other dishwashers make claims of dishwashing efficiency...but KitchenAid can prove its superior performance. Just ask your customers what they expect from an automatic dishwasher. They'll tell you three things, none of which is startlingly new—they expect complete washing, thorough rinsing and drying. The dishwasher that does these things the best is the best dishwasher. It's as simple as that.

You can *show* the washing and drying actions of the KitchenAid. No other dishwasher in the industry has anything like them. The huge revolving wash arm, with perfectly positioned jets, covers every inch of the spacious wash chamber, power washing and rinsing with water far hotter than hands can stand. The most stubborn foods and greases don't stand

a chance. Plates, pots, pans, silverware—everything comes out *hospital-clean*. This is the Hobart washing action that has proved so successful in the large commercial dishwashers serving the world's largest institutions. **YOUR CUSTOMERS CAN SEE THIS FEATURE.**

KitchenAid is the *only* home dishwasher with separate motor and blower fan for complete, sparkling, sanitary drying. Electrically heated, circulated hot air forms a continuous drying pattern that covers every piece in the two spacious, cushion-coated racks. **YOUR CUSTOMERS CAN SEE THIS FEATURE.**

KitchenAid is engineered to do a job—not scaled down to meet a price. Dealer records show it *does* the job—with less than 1% service calls. That is mighty important to *you*, Mr. Dealer. So are Hobart's tremendous advertising program and the unequalled word-of-mouth selling support you get from enthusiastic KitchenAid owners. You profit from your efforts in behalf of KitchenAid...you're backed by the oldest and most respected name in the industry—Hobart. What more could a dealer ask for?

Write to KitchenAid Home Dishwasher Division, Dept. KEM
The Hobart Manufacturing Co., Troy, Ohio. In Canada: 175
George Street, Toronto 2.



KitchenAid®

The Finest Made...by



The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines.

Once the customer says yes, Hunt Appliance moves fast. The installation crew shows up at the customer's house the next day to hook up the new antenna or fix the old one, and to deliver the set. When Hunt has to order a special model, he delivers a set the next day anyway, "just to use." Thus, the chance that Hunt customers will tend to back out is a very limited one.

Hunt Appliance insures its customers' satisfaction with a well-equipped two-man shop and a separate two-man installation crew which doubles in white goods service. There is about \$1,500 invested in shop and portable testing equipment, a large portion of which represents kits put together by Hunt employees.

Test Before Delivery

In all cases, Hunt "burns in" sets for a minimum of one day and preferably, two or three, prior to their delivery. Of course, where the customer insists on immediate delivery of a model which has not been fully tested, the Hunts deliver the unit, but warn the customer that some problems may come up, and that these are normal. Three to four days following every installation the Hunt service man makes a followup call on each delivery. Whether needed or not, the Hunts feel that this call insures customers' satisfaction. Of course, a telephone call by any customer within a reasonable length of time of the sale is also handled quickly and without charge.

There is a very good reason for Hunt's "all-the-way" service and installation policies. It is very rare that the Hunts collect any money at all until the customer states that he is satisfied. Once satisfied with the customer's ability to pay, the Hunts customarily put all considerations of collection and deposits and payments aside and concentrate on selling the picture. They actually refuse proffered payment until after the set is in the home and operating, and the customer says it is all right. The merchandising logic behind this rural sales device is this:

1. In a rural area, no sale is complete until the customer is satisfied anyway; refunds are necessary when any dissatisfaction crops up.

2. The non-acceptance of cash creates an atmosphere in which the Hunts are in the position of tech-

(Continued on page 91)

THE LIQUOR STORE THAT DISPLAYS THIS SEAL FEATURES THESE PRODUCTS TO SIMPLIFY YOUR GIFT PLANNING ➡



For the Top of Your List —Personalized Old Forester

Entirely redesigned bottle and label, with recipient's own name imprinted. Matching presentation box for extra prestige.

America's Most Desired Gift Bourbon in Its 1957 Decanter

Famous registered...bonded Old Forester, repeatedly chosen as favorite gift whisky in independent business surveys.

Same Fine Old Forester in Handsome Gift Wrap

New in convenience, old in prestige. Brand name removable. Gift wrap or decanter same price as regular fifth.



Brown-Forman's new Business Gift Service helps your local retailer to provide large and small firms with the utmost convenience in prestige gift selection. Look for this emblem in your pre-holiday gift planning.



Kentucky's Favorite Straight Gift Wrapped Early Times

America's best recommended straight, festively wrapped. Your choice of three different holiday color combinations.

For the Extra Special Gift Early Times in Holiday Case

Twelve fifths of the same welcome Early Times, in special Christmas case. Ideal for entertaining, as well as giving.

Old Forester • Kentucky Straight Bourbon Whisky • Bottled in Bond 100 Proof • Brown-Forman Distillers Corp. • At Louisville in Kentucky

Early Times • Kentucky Straight Bourbon Whisky • 86 Proof
Early Times Distillery Co.
Louisville 1, Kentucky

HE WON'T TELL

STORY STARTS ON PAGE 66

nicians cooperating with the customer to provide the best possible service for him, instead of very able merchants who are making a sale.

3. When no money changes hands until the customer states he is satisfied, the Hunts feel that they personally will not ever let up and will guarantee the proper performance of the set. Actually, they have not yet had a dissatisfied customer or an installation they have had to remove, and they have been actively engaged in selling TV since 1949.

Low-Price Buying

Though the Hunts sell their merchandise with what might be termed non-price merchandising, they do not buy it that way. They buy by the truckload, occasionally in carload, with, of course, fill-in privileges, and they grab every special model and closeout deal that comes along, including picking up display models from distributor shows and left-over models from the previous year. They find that they can pass along some of the savings that they make in buying this way, and remain competitive in those sales where they are dealing with shoppers. They are more and more tending to handle just one line—RCA—in television and radios, and generally sell the higher end units. They provide plenty of competition for local competitors, but collect surprisingly high prices and usually sell current merchandise at list.

Word-of-Mouth Sales

They also are insistent in the matter of proper installation, and turn away sales where the customer will not allow them to make their recommendations regarding antenna and wiring. Charles Hunt, in this connection, points out that they cannot afford to have a bad picture credited to them. Where there is a possibility that Hunt Appliance might take the rap for an unsatisfactory job, they would much rather forego the profit on that single sale. They are certain that news of a bad job would circulate even more rapidly than the news of the good installations they are putting in every day. Since much of their business depends on word of mouth, they literally cannot take chances. They don't. They just sell the community good pictures. *End*

Look at the line with
the **SELLING EDGE!**



Stand-Up Starting—the only demonstrable, self-selling feature in the mower market!

Talk about styling—Mow-Master leads them all for '58!

Complete line—price leaders up to high-end models. Good prices, good margins! Includes both rotaries and reel-type.

Go **MOW-MASTER** ...you'll love every dollar of it!

Check the selling edge in the Mow-Master line and see if it isn't just what you've been looking for! Start with Stand-Up Starting—the only demonstrable sales feature in the industry! Customers can't resist trying it—and then they're sold! Look at

Mow-Master's fabulous Fairlawn 400. Rugged, handsome and profitable—the riding mower with multi-purpose features for year 'round selling!

Mow-Master's the line with the dealers' choice: Price leaders, reel-type mowers, electrics, superbly styled deluxe models and a big new 19" self-propelled model at a shopper stopper competitive price and full profit! Full-color literature, distinctive displays . . . everything you need to tie-in with Mow-Master's national advertising. You get it all in the line with the *selling edge!* Get the Mow-Master deal now!

PROPULSION ENGINE CORPORATION



311 Marion Avenue • South Milwaukee, Wisconsin
a subsidiary of Food Machinery & Chemical Corporation

DO-IT-YOURSELF KITCHENS

STORY STARTS ON PAGE 68

lated into a set of specifications and plans, which I made up myself, and which the customer can follow in removing old partitions, walls, cabinets, drainboards, sinks etc., and installing the new equipment. Usually, we find, the do-it-yourselfer who is remodeling a kitchen for the first time will overlook a lot of essential details—so we take care of these problems for him in advance, using a reminder check list and covering all of the problems which he is going to encounter on the single plan. Then, if the customer runs into unexpected problems which he cannot handle, we don't hesitate to leave the office and to rush out to the home to give him the necessary help. Selling the do-it-yourselfer is still a service job."

"Keep the Customer Sold"

Making up the original plan always required around three hours and has often amounted to as much as five hours of work. Jones gets valuable assistance from a salesman who was a painting and wallpaper contractor for some time before going into the appliance field and who can pass on the feasibility of various decorating aspects of the job. Another man on the payroll is a thoroughly qualified plumber and is rushed into the breach where the homeowner finds connections which he cannot break or that pipe tees or joints do not work out.

"It isn't anything unusual for all of us to pitch in on a do-it-yourself kitchen project, swinging a hammer, wrench, or other tools just to make certain that the customer isn't disappointed," Jones says. "The important thing in selling this market is to keep the customer sold and thoroughly pleased with him-

self." He points out that most do-it-yourselfers who have large, well-equipped hobby shops are almost certain to invite others of the same ilk around to admire their results. This, naturally, leads into more do-it-yourself sales for Jones.

22% Profit, More Sales

In selling 17 extra jobs over and above those installed with his own personnel, the St. Louis dealer kept a careful check on relative profits. Last year figures show that where store-installed kitchens showed a profit of between 22 and 35 percent overall, that do-it-yourself sales proved out to around 22%. "We can sell five times as many do-it-yourself kitchen customers as those who want us to do the installation work, however," Jones emphasizes. "We also escape most of the headaches which are involved in working with sub-contractors, carrying out liaison work and making wrong guesses in estimates and other problems."

Kitchens for Cash

Jones is likewise pleased with the fact that around 75% of his do-it-yourself kitchen customers want to pay cash for their appliances and the remainder, on open-charge buying, usually pay all bills within three months. Where kitchens are Jones-installed, around 20 to 25 percent ask for a FHA Title One loan; the remainder pay cash. Consequently, his experiences with financing the kitchen sales program have been pleasant from start to finish.

Almost any homeowner is a do-it-yourself prospect if he owns an

(Continued on page 96)



"THIS IS PATROLMAN BRENNAN, MR. FINSTER. DID YOU KNOW YOU LEFT THE DOOR TO YOUR PLACE UNLOCKED?"

SYMPHONIC Has Everything for Christmas Gift Sales!



3 & 4 SPEED PORTABLES

The most complete line of manuals, automatics and radio-phonograph combinations. Every model in wide choice of exclusive "Music in Color" combinations.

Retail List From 19.95 to 64.95

DOUBLE WARRANTY!
1-Year on Tubes and Parts,
3 Months' Service

HIGH FIDELITY PORTABLES AND TABLE MODELS

Every model a leader in styling, performance and value! Manual and automatics... all 4-speeds with multiple speakers. In exclusive "Music in Color" combinations.

Retail List From 44.95 to 129.95

NATIONWIDE SERVICE ORGANIZATION!



45 rpm RECORD PLAYERS

Two distinctive models that satisfy every buying demand. America's most beautiful 45 rpm portable and a modern table model that converts into a portable with matching carrying case.

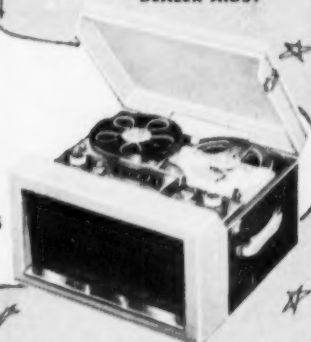
Retail List 32.95 and 42.95

SALES BUILDING DEALER AIDS!

HI-FI TAPE RECORDERS

Standard and Stereophonic models. Built to the highest quality standards. More selling features... smarter styling... in exclusive "Music in Color" combinations.

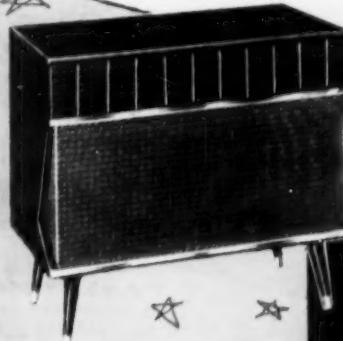
Retail List From 149.95 to 259.95



HIGH FIDELITY CONSOLES

Every model an outstanding achievement in styling... performance and value. In Mahogany, Walnut, Blonde and Ebony to blend with every home decor.

Retail List From 139.95 to 269.95



Write to Symphonic,
Dept. 10E for Name
of Nearest Distributor!

Prices Slightly Higher South and West



SYMPHONIC RADIO & ELECTRONIC CORP.
America's Largest Exclusive Manufacturer of Phonographs
235 JERSEY AVE., NEW BRUNSWICK, N. J.

EXTRA

Home Laundry News

★★★★

COMBINATION SALES FAR AHEAD OF INDUSTRY FORECAST!

Customer Preference is Snowballing



Hotpoint COMBO
Washer-Dryer
MODEL LY1



Hotpoint

sets the pace in
FLEXIBILITY and CONVENIENCE!

ON OFF



MASTER
CONTROL

Master Control Switch

for added convenience.
Starts and stops entire
operation at the touch of
a button.



Pre-Selection of Wash Times

set the Wond-R-Dial for
desired wash time before
cycle begins. No waiting.

PLUS

Pre-Selection of Drying Heat and Time choice of four temperatures, including Tumble Only; drying time up to 90 minutes.

Color-Lighted Pushbutton Controls fingertip convenience in selecting wash and rinse temperatures and drying heats.

Vent-Free Drying exclusive rotating Cold Wall Condenser drying eliminates necessity for venting.

Two Separate Washing Cycles controlled by Wond-R-Dial. Normal for regular loads; Delicate for synthetics.

See-Thru Port convenient window in door permits observation of any part of the cycle.

...and the **Hotpoint** **COMBO** Washer-Dryer is setting the pace!

Looking for increased Home Laundry sales? Well, look straight up—that's where Combination sales have gone!

And they're going higher, faster, each year.

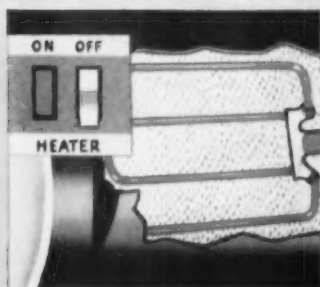
Now is the time to corner your share of this booming market, with the pace-setting Hotpoint COMBO. It has all the time-saving, labor-eliminating features women prefer. It has the flexi-

bility of operation that meets *every* home laundry need. It's a Washer only . . . or a Dryer only . . . or a Washer-Dryer Combination—three *completely* automatic home laundry appliances in one compact, space-saving, distinctively-styled unit!

Your Hotpoint Distributor has all the facts. See him today—he will be happy to show you why the Hotpoint COMBO is setting a fast pace in profitable Combination sales.

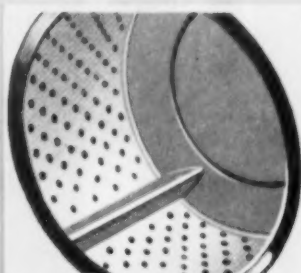
Hotpoint

sets the pace in
LAUNDERING RESULTS!



Wonder Heater

When needed, a push of a button boosts wash water temperature to assure greater washing efficiency.



Six Porcelain Fluf-Fins

greater number of fins provides more efficiency during entire cycle.

Hotpoint

sets the pace in
SAFETY and QUALITY!



Safety Door Switch

automatically stops operation when door is opened during any part of cycle.



Porcelain Top

entire work surface finished in durable stain resistant porcelain.

PLUS

Three Deep Tumble Rinses clothes are certain to come out minus suds, soil, lint and sand.

360 RPM Spin Speed faster drum revolution assures more efficient spin drying.

More Spin-Dry Holes for even greater spin drying efficiency, the Hotpoint COMBO drum has 4068 holes.

PLUS

Calrod® Heating Units completely sealed, provide positively-controlled drying heat.

Built-In Motor Protection automatic control protects the motor against overloading.

Porcelain Drum and Chassis mirror-smooth surface protects clothes, lasts for years.

LOOK FOR THAT Hotpoint DIFFERENCE! (*your customers do!*)

Combination Washer-Dryers • Automatic Washers • Clothes Dryers • Electric Ranges • Refrigerators • Food Freezers • Air Conditioners • Customline • Dishwashers • Disposals • Water Heaters • Television • HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44

DO-IT-YOURSELF KITCHENS

STORY STARTS ON PAGE 68

older home, the St. Louis dealer says. He feels that the hard work which he puts into the planning, most of it under the customer's eyes, has worked out so well that it is possible for a man only moderately handy with tools to turn out a thoroughly respectable installation. "We try to work up an 'operating triangle'," he said. "So that all of the major appliances which the housewife will use are grouped within 21 square feet for efficiency, and only then go into the appearance aspects of the job. Pointing out to the homeowner that he can readily have such innovations as copper tile, a completely hidden dishwasher, combining a dishwasher with existing laundry equipment plumbing and so forth, has a special magic for the do-it-yourself prospect."

From Doctors to Cabbies

A typical example was a St. Louis doctor, owner of an old fashioned three-story home in an excellent residential area. Jones was somewhat surprised when originally approached by the doctor, who had budgeted \$2,500 to remodel a 16x12 foot kitchen replete with such anachronisms as marble drainboard, butler's pantry, ceramic octagonal-tile floor and a 14-foot high ceiling. Jones found the doctor had a thoroughly equipped hobby shop in his garage and two teen-age sons, both handy with tools, to help him. "After we proposed that the doctor make the installation himself," says Jones, "we worked out a plan which called for \$1,200 worth of materials, involving a 22½ percent margin for the store, and spent five hours in planning the work. The kitchen remodeling project became an enjoyable family activity, saved a total of \$1,300 in expenses, and produced a model kitchen which we unhesitatingly suggest to any dubious prospect. The doctor dropped the 14-foot ceiling, put in a triangular corner sink and cabinet arrangement with dishwasher, garbage disposal, refrigerator, a hot-top range, and a small electrical appliance center all within a 10-foot space. We were proud of that job."

"Our prospects have come from all walks of life, but are invariably modern-minded owners of old homes, usually with moderate incomes and thoroughly appreciative of any opportunity to save money on a major remodeling project," says Jones. End

"THE YELLOW PAGES BRING US 50% OF OUR APPLIANCE SALES"

says JOHN D. PHILLIP, Bethlehem, Pa.

"We can trace almost all of our service business and 50% of our appliance sales to the Yellow Pages.

"Just the other day we sold a \$349 freezer to a new family in town who found us through our Norge trade-mark listing in the Classified. And that sale led to a dryer installation as well. Lots of the service business brought by our Yellow Pages ads leads to replacement sales," says Mr. Phillip.

More and more people use the Yellow Pages as their local shopping guide to nationally advertised products and reliable service. That's why it makes sound sales sense for you to advertise under appropriate headings and manufacturers' trade-marks . . . and to include complete buying information in your display ads in the Yellow Pages. Call your telephone business office for details.

JOHN D. PHILLIP



**CROSLEY
&
ZENITH
DUMONT
EMERSON
SENTINEL & SYLVANIA
TELEVISION**

**UN 7-7002 or UN 7-9012
717 LINDEN**

YELLOW PAGES DISPLAY ADS like this (shown actual size), under Television Dealers & Service and Radio Dealers & Service bring in business from a wide area.

NORGE HOME FREEZERS

Both Upright and Chest-type models. Variety of capacities. Food spoilage warranty included. For authorized sales of Norge Home Freezers, Refrigerators, Gas Ranges, Electric Ranges, Washers, Dryers, Water Heaters, see below.

NORGE

"WHERE TO BUY THEM"

DEALERS

**KEMMERER & SMITH Main -----TE 8-8451
PHILLIP JOHN D 717 Linden -----UN 7-7002**

19 TRADE-MARK LISTINGS under manufacturers' trade-mark headings in the Yellow Pages reach prospects for Phillip's complete range of products and services.



JOHN D. PHILLIP has been advertising in the Yellow Pages for 12 years. He says, "They are terrific for developing new business."

Who says we're not interested in the split dollar plan?

"Of course we are!"

"Our husbands are happier in their jobs — and it's an excellent answer to our family problem of carrying enough life insurance in spite of high living costs."

Mr. Employer, through Aetna Life's Split-Dollar Plan, at virtually no cost to your business, you can cement the loyalty of your key people to your company. And at surprisingly low cost to these employees, you provide the added protection that brings peace of mind and security to them and their families.

Send coupon today for complete information.

**AETNA has a place in the
LIFE of your Business**



OTHER AETNA LIFE INSURANCE PLANS ARE SPECIALLY DESIGNED . . .

- To protect PARTNERSHIPS against liquidation or reorganization.
- To protect SOLE PROPRIETORSHIPS for heirs or selected employees.
- To protect CLOSE CORPORATIONS from forced reorganization.
- To cover the loss of a KEY MAN in any organization.

AETNA LIFE INSURANCE COMPANY

Affiliates:

AETNA CASUALTY AND SURETY COMPANY
STANDARD FIRE INSURANCE COMPANY
Hartford, Conn.



Aetna Life Insurance Company
Hartford 15, Connecticut

Gentlemen:

Please furnish me, without obligation, further information on Aetna Life's Split-Dollar Plan.

Name _____

Company _____

Address _____

New Eureka Dirt-Trap

...WITH SENSATIONAL 1-MINUTE



Make
"Fun-Test" on
anybody's
coat,
hat—
or the
bare
floor



Insert lower part of Dirt-Trap into top of Eureka. Turn on motor and let prospect feel powerful suction with hand.

**Eureka Store Display
with Dirt-Trap**
Excites Store
Customer Interest



Place Eureka on top of beautiful new Eureka Hassock Chest. Attracts attention—makes it easy to explain and demonstrate cleaning power.

**SHOW DIRT! EXCITE INTEREST
with amusing, entirely new and
different kind of store demonstration**

The sensational new Eureka Dirt-Trap excites immediate curiosity. Store customers inquire, "WHAT'S THAT?"

It is this curiosity that quickly permits a salesperson to explain and demonstrate the powerful cleaning action of the Eureka with the sensational new Eureka Dirt-Trap. It catches dirt! It shows dirt!

It's unbelievable, amusing and exciting to see the amount of dirt removed from a man's coat, hat, or the bare floor with the floor brush.

In homes, on upholstery, mattresses and hard surfaces, the Dirt-Trap demonstration is a sure-fire salesmaker.

When dealers sell with exciting demonstration they sell better cleaners, at higher prices and with more profit. The new Eureka Dirt-Trap store demonstration makes this possible.



E U R E K A W I L L I A M S

Makes Store Sales Easy!

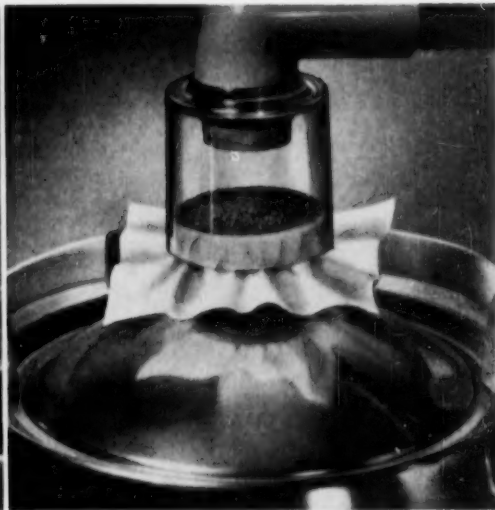
CLEANING POWER TEST!



2 Stop motor. Lay special filter paper over the lower part of Dirt-Trap locked in top of Eureka Model 860 or 960.



3 Upper part of Dirt-Trap is then pressed down over the smaller lower part. This locks filter paper in tight, spread position.

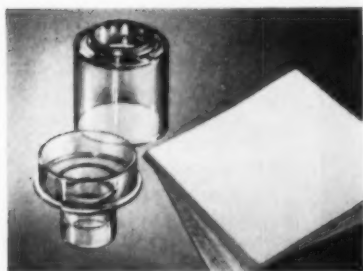


4 Insert hose into top of Dirt-Trap. Turn on motor. Use cleaning tools. Dirt from coat, hat or bare floor deposits on filter paper.

Special Offer!

TO EUREKA DEALERS

Only **\$2.50**



Get this terrific new clear plastic Eureka Dirt-Trap demonstrator kit with 100 filter papers now. Yours for only \$2.50!

WRITE, WIRE, or PHONE your EUREKA Distributor today!

EXCLUSIVE! New Eureka Dirt-Trap fits Eureka Cleaners only!



New EUREKA Special Roto-Matic

Complete with new 7-pc. set of deluxe Attach-O-Matic Clip-On cleaning tools.
Model 860

\$49⁹⁵



New EUREKA Golden Crown Super Roto-Matic

Complete with new 8-pc. set of deluxe cleaning tools.
Model 960

\$69⁹⁵

C O R P O R A T I O N • B l o o m i n g t o n , I l l i n o i s

In Canada: ONWARD MANUFACTURING CO., LTD., Kitchener, Ontario

New 1958 PENTRON

Premiere Line

HI-FI TAPE RECORDERS

• STEREO • MONAURAL

5 models to SELL—from a low **\$99⁵⁰**
to a profit boosting **\$325⁰⁰**



the VICEROY

Finest home recorder in the world. Magnificently styled. Professional features: 4 extended range speakers, 10 watt push-pull amplifier. 2 LC crossover networks, automatic shut-off at end of reel, illuminated VU meter and response of 40-15,000 cycles. Also: Unimagic single lever control, automatic braking, safety interlock button, and professional record/play/erase head.

the CLIPPER

A fine quality well-engineered instrument at a low \$99.50. Packed with cost-more features: Monomatic single knob slide type control, extended range speaker and amplifier system, neon record indicator, and straight line slot loading of tape! Sell up from here!



PENTRON PROTECTED TIME PAYMENT PLAN

- NO HOLDBACKS—100% payment on delivery
- NO RECOURSE TO DEALER OR DISTRIBUTOR
- "PLAY AS YOU PAY"—10% down
Up to 24 months to pay
3 way insurance protection

IT'S EASY TO SELL UP AND INCREASE PROFIT!

PENTRON is the pioneer and largest exclusive maker of tape recorders in the U.S. With more than a decade of experience, Pentron is the unquestioned leader in quality, styling and engineering.



801 S. TRIPP AVE., CHICAGO 24, ILL.
IN CANADA: ATLAS RADIO LTD., TORONTO

DISTRIBUTORS: A few choice exclusive territories still available.
Write, wire or phone for details now!

APPLIANCES BY CARLOAD

STORY STARTS ON PAGE 72

evenly between automatic washers and combinations. For the automatics, all high in the line, Curran paid \$180 apiece. He sold them fast for \$269, \$80 below list.

The combinations were top of the line, with a suggested list of well above \$500. These cost Curran \$315 each. He advertised them heavily, without a price but making it clear that they were line-toppers. He sold them for \$389, and at a time when Portland's going price for a \$499-list combination, with trade-in, was \$399.

With this car, he made \$89 from each of about 42 automatics, \$74 from each of the same number of combinations, at the same time taking a giant stride toward establishing his new St. John Street store with the Portland public. In addition, the car brought him \$1,000 of 100% co-op.

Obviously, all of Curran's buys aren't this spectacular. A fair example of one of his bread and butter pieces is an eight-cubic-foot deluxe Frigidaire which he buys for \$133 and sells for \$179, \$50 off list. He shoots for at least a \$40 markup over cost on white goods.

Operating On 20 Percent

Percentage-wise, Curran needs 20% to operate at both of his stores. His target is 25% to 30%, out of which comes nothing for delivery, very little for handling. Customers pay for the former, to the tune of \$6 per piece in Portland, proportionately higher outside. As for handling, a commercial trucking service unloads Curran's cars and puts the merchandise into the St. John Street store for from \$20 to \$25 a car. In return, Curran gives the trucking company plenty of out-of-town delivery work.

Curran's selling price includes elementary installation (uncrating the appliance, assembling its components, leveling, calibrating, adjusting). For jobs requiring piping, Curran has a call-list of four plumbers. Wiring can be done by his own electricians. Plumbing and wiring are figured separately, but included on a single bill.

Curran's yellow and black price tickets are of exaggerated size (10" X 6"), necessary to make them stand out in the huge, rather disordered interior of the former freight shed. Their top corners are clipped in the shape of a tag. They carry the model, serial and
(Continued on page 102)

Who will it be
this year?



LAST CALL...CLOSES NOV. 30!

Ladies' Home Journal & NARDA's
4th Annual Contest
for Appliance, Radio-TV Salesmen...

"Creative Retail Salesman of the Year"

PRIZES

Grand Prize...\$500.00 plus silver plaque and all-expense round-trip to Chicago for presentation of award in January 1958.

4 additional prizes, for winners in each of these 4 categories:

Complete kitchens	\$125.00
Major appliances	125.00
Electric housewares	125.00
Radio & TV	125.00
plus bronze plaque	

100 Certificates of Merit

\$1000.00 IN CASH PRIZES! Do you know an appliance or radio-TV retail salesman who used a bright selling idea to get business in 1957? You can help him win big prize money!

Here's all you do. Just send coupon below for a supply of official entry blanks. Get your salesmen to write down their selling ideas in their own words. Literary ability doesn't count. It's ideas we're after! Remember—send for entry blanks *today!*

RULES

1. All entries must be sent on official entry form available free on request from Mr. Georges J. Birgy, Ladies' Home Journal, Independence Sq., Philadelphia 5, Pa.
2. Any person is eligible to enter the contest who does full-time selling of complete kitchens, major appliances, electric housewares and/or radio and TV.

3. Writing ability is not important—only the *selling idea* counts.
4. Salesmen may submit as many creative selling ideas as they wish, but each must be on separate entry blank.
5. Entries must be postmarked not later than midnight, Saturday, November 30, 1957.

Ladies' Home **JOURNAL**

A CURTIS PUBLICATION

Independence Square, Philadelphia 5, Pa.

Mr. Georges J. Birgy
Appliance Merchandising Manager
Ladies' Home Journal
Independence Square, Philadelphia 5, Pa.

Please send me _____ official entry blanks for the fourth annual LADIES' HOME JOURNAL-NARDA contest for *Creative Retail Salesman of the Year* in the Appliance, Radio-TV Industry.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Contest closes midnight, Saturday, November 30, 1957

Some things last and last

Because so much depends upon the **electric heating element**, today there are **more NICHROME®** heating elements in **more** appliances, by **more** manufacturers than ever before!

...and **NICHROME** costs no more

Nichrome
is manufactured
only by



Driver-Harris*
HARRISON, NEW JERSEY
COMPANY

BRANCHES: Chicago, Detroit, Cleveland, Louisville, Los Angeles, San Francisco • In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario

MAKERS OF THE MOST COMPLETE LINE OF ALLOYS FOR THE ELECTRICAL, ELECTRONIC, AND HEAT-TREATING INDUSTRIES

APPLIANCES BY CARLOAD

STORY STARTS ON PAGE 72

stock numbers, manufacturer's list price and, in the largest space of all, Curran's price. When a sale is made, the customer's name goes on the crate. The price ticket is removed and taken to the office, where notations are made for the St. John Street store's phase of Curran's Kardex control system.

Each evening, all of the tags collected that day are sent to the in-town store, which is the firm's headquarters. Here, the following morning, sales for cash or on a 30-day charge are written into the master Kardex file, and clearance is started on conditional sales contracts.

Conservative Ads

Not in the discount tradition is Curran's advertising. Since most of his co-op allowances carry a lowest advertised price agreement, he can seldom publish his selling prices. The word "discount" never appears in a Curran ad, though the idea "discount" is exactly what the retailer wants to implant in his prospects' minds.

The ads are big (usually five columns by a page), and generally uncluttered, with white space often used to advantage. Curran, who writes the institutional copy and makes the layouts by cutting and regrouping manufacturers' mats, uses a few large illustrations per ad, rather than a bevy of small ones. This adds to the dignity of the store's advertising style. He goes back again and again to the use of the word "giant" in his copy for the St. John Street store, which, incidentally, is accounting for his entire appliance advertising budget.

Curran advertises "cash or budget at the same low prices," and offers choice of a 30-day charge or time financing through GECC, GMAC or a local bank. He has no hookup with an independent commercial loan company, doesn't want customers whose credit is that wobbly.

Since opening his St. John Street operation, Curran has been consolidated warehousing there at a saving of \$100 a month in space rentals, a figure representing nearly half his rent for the freight shed.

When he opened, most of Portland's dealers were hostile. Some, it's believed, asked distributors not to sell Curran. This ill will is beginning to evaporate, however, as it becomes apparent that there's room for all, or nearly all, in the Portland appliance picture. End

MORE

*than
just another
line of
batteries*



...for Plus Profits this Fall

Mallory Mercury Batteries



Mallory Zinc-Carbon Batteries

For both tube-type and transistor radios, and for flashlights too, Mallory Zinc-Carbon Batteries offer complete dependability based on 35 years of dry cell engineering and manufacturing experience.

Brand New Concept—Mercury batteries, pioneered by Mallory, pack big power capacity in small size... deliver far longer life both on the shelf and in service. They offer unique features to your customers... new opportunities to you.

Help Portable Sales—Mallory Mercury Batteries are an ideal transistor power supply. They insure top radio performance, lower cost per hour, and the convenience of less frequent battery changes—thus make the sets you sell even more appealing.

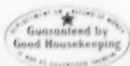
Greater Profits for You—You sell at standard mark-up with a higher unit sale. Your volume grows fast with the increasing interest in transistor portables. This means plus profits!

See Your Distributor—or write for the name of the nearest Mallory Distributor. Get the details now about the plus profits offered by the Mallory Twin Battery Line. It's backed by a year 'round program of merchandising and national advertising.

Mallory Battery Company
A Division of



General's SAFE-T-GUARD® PATENT PENDING OBSOLETE ALL OTHER SLICERS (including our own earlier models)



ADVERTISED IN
LIFE



**NO OTHER SLICERS ARE AS SAFE...
NO OTHER SLICERS OFFER SO MUCH PROTECTION**

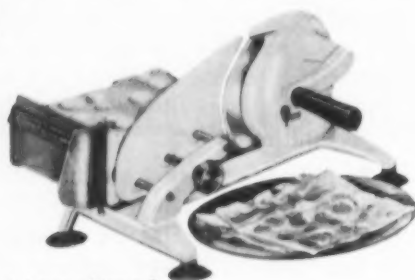
SAFE-T-GUARD®
PATENT PENDING

**AND TOUCH CONTROL REMOVABLE PLATFORM
ARE NOW STANDARD EQUIPMENT ON ALL**

General

**SLICERS
WITH MOVABLE
PLATFORMS**

**Models
available to list
from \$14.95 with
Regular or Serrated GeneRated
edge knives**



General **SLICING MACHINE CO.
WALDEN • NEW YORK**

**FREE: SAFE-T-GUARD®
MERCHANDISING KIT**
It's in the bag—yours free for the asking.



General **SLICING MACHINE COMPANY, INC.
WALDEN, NEW YORK**

Please send me your free bag full of news about Safe-T-Guard.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

THE HOUSEWARES THEY SELL

STORY STARTS ON PAGE 74

Mountain area, and each fully recognizes that it has been attention to detail and cooperation with the buyer which has made her commission possible.

At every meeting Selzer trots out whatever new appliances have been received through the week past or samples of those which he intends to add to the inventory. Each is thoroughly broken down, its selling points emphasized, and plenty of questions are asked by the salespeople. Incidentally, Selzer is careful to weigh the opinions of his salespeople as to any appliance before adding it to the stock. Since all of his girls are veterans of several years in the department, each with a large personal following, he puts a lot of value on their decision as to whether an item will sell or not.

Along with the sales meetings there are active demonstrations by factory and distributor representatives, which Selzer feels capsule the information which he wants to get across best.

Up-to-date Information

The regular program of sales meetings is backed up by a huge bulletin board in the sales office on which every scrap of information, store policy letter, manufacturer's news release, service information, etc., is placed. As soon as anything of this nature goes on the bulletin board it is read as soon as possible by all people—who affixing their initials to certify that they have both read and understand the information contained. It doesn't matter whether the information is a bit remote or not, according to the store. A perfect example, for instance, came when a letter sheet

placed on the bulletin board brought information that one manufacturer was changing over from stainless steel to chrome plating in a line of toasters. Small as this point may seem, it was directly responsible for the sale of a dozen extra toasters within the next few days, inasmuch as department salespeople made a real point of letting the customers know that more lustrous easily-polished chromium had just become available in the popular toaster model. In another instance, a scrap of information from a manufacturer indicated that breakdowns which had been experienced with electric mixers had been traced to failure of the owners to lubricate the mixer with the proper oil at infrequent intervals using a tiny screw-off cap, permanently attached to the mixer by a short chain to apply the oil. Here, again, salespeople picked up one more valuable piece of information which they could pass along to their customers, guarding against any likelihood of future ill will over mixer breakdowns.

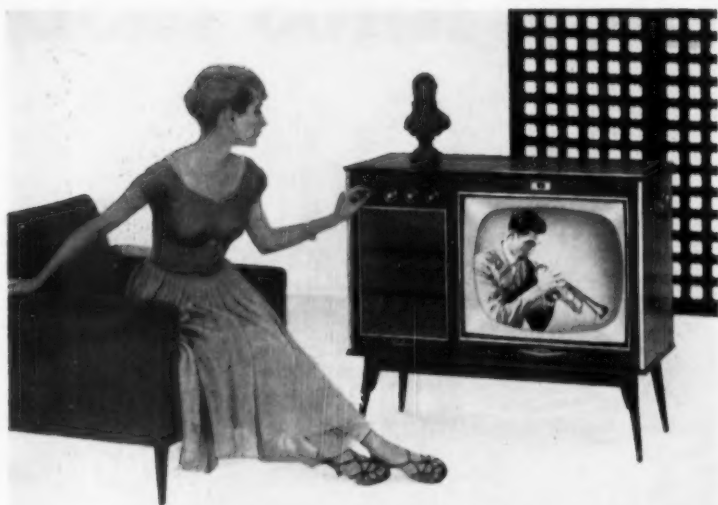
The social aspect isn't forgotten at Daniels & Fisher. At frequent intervals Selzer arranges for dinner parties which are unabashedly commercial in that the speaker is always a manufacturer's representative or a distributor who has a sales building message to impart. There is almost always a 100 percent turnout at these dinners, the store picking up the tab, and here every salesperson is encouraged to let her hair down and speak her mind about the appliances which make up the inventory, to soak up all the knowledge she can on the product under discussion. *End*



"20 WATTS WASN'T ENOUGH?"

Open a whole new market with these newest profit-makers from RCA Victor

TV with mirror-sharp picture—high fidelity sound system—finest wood cabinetry!



TOP TV PERFORMANCE PLUS HIGH FIDELITY SOUND SYSTEM. The *Bancroft* in mahogany, oak or walnut veneers and solids. Transistorized High Fidelity amplifier with 45 to 20,000 CPS range. Plug-in jacks for phonograph, AM/FM radio tuner, remote speaker, standard or stereotape recorders. 262 sq. in. viewable area. 21DF863.



STUNNING PROVINCIAL STYLING. The *Edgewood* in walnut or natural cherry veneers and solids. Has the same High Fidelity features as The *Bancroft* and like The *Bancroft* has 3 speakers, separate loudness, bass and treble controls, and RCA Silverama 110° picture tube, 262 sq. in. viewable area. 21DF864.



TV "VICTROLA"™ PHONOGRAPH COMBINATION. The *Penfield* in mahogany, walnut or oak veneers and solids. RCA Victor 4-speed High Fidelity record player, 5 speakers, plus High Fidelity features of The *Bancroft*. 262 sq. in. viewable area. 21VF869.



"LIVING COLOR" TV WITH HIGH FIDELITY SOUND SYSTEM. The *Mark Series Brandywine* in autumn cherry veneers and solids. All advanced Color TV features plus High Fidelity features of *Bancroft*. 260 sq. in. viewable area. 21CF896.

FIRST TABLE TOP TV WITH 45 "VICTROLA."



THE BELLEVUE. Balanced Fidelity Sound. Mahogany- or oak-grained finishes. Automatically plays up to 2 hours with one loading of "45" EP's. 108 sq. in. viewable area. 14VT815.

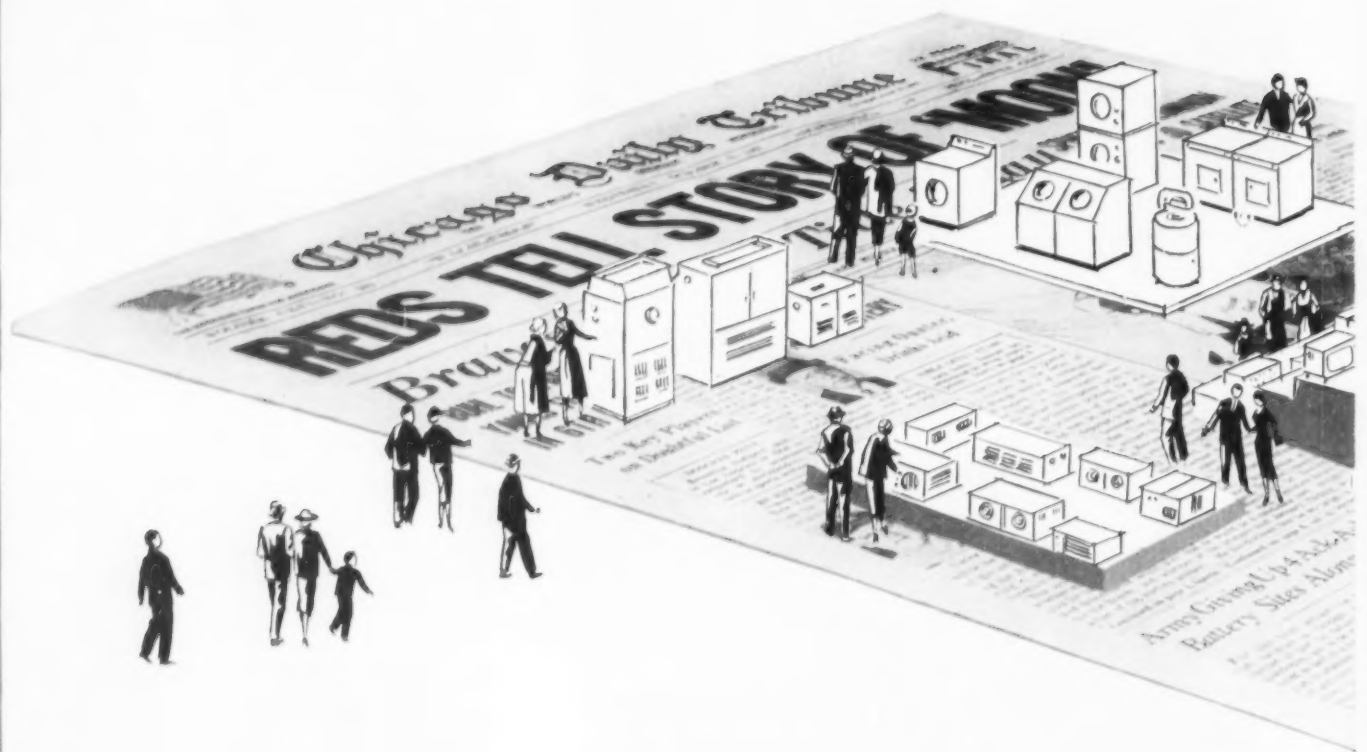
Show your prospects the sensational "Mirror-Sharp" picture—the smart "Lean, Clean" styling. On the 4 models above, demonstrate the variety of exciting ways the *New Orthophonic High Fidelity Sound System* can be used. Let them hear the difference this wonderful new system makes.

Place your order now. Deliveries start soon!



® RCA trademark for record players. Specifications subject to change.

Move your new lines faster



In today's competitive market, your new lines need the strongest selling support they can get. In the Chicago market, that means the Chicago Tribune.

When you use the Tribune to introduce your new lines, you reach Mid America's biggest audience. With more than 940,000 daily circulation and more than 1,300,000 on Sunday, the Tribune reaches hundreds of thousands more families than other Chicago newspapers.

You not only reach your biggest audience—you reach your biggest *buying* audience. When families in Chicago and suburbs were asked which Chicago newspaper was most useful when buying an appliance, 58% of them said, "The Tribune!" Other Chicago newspapers were

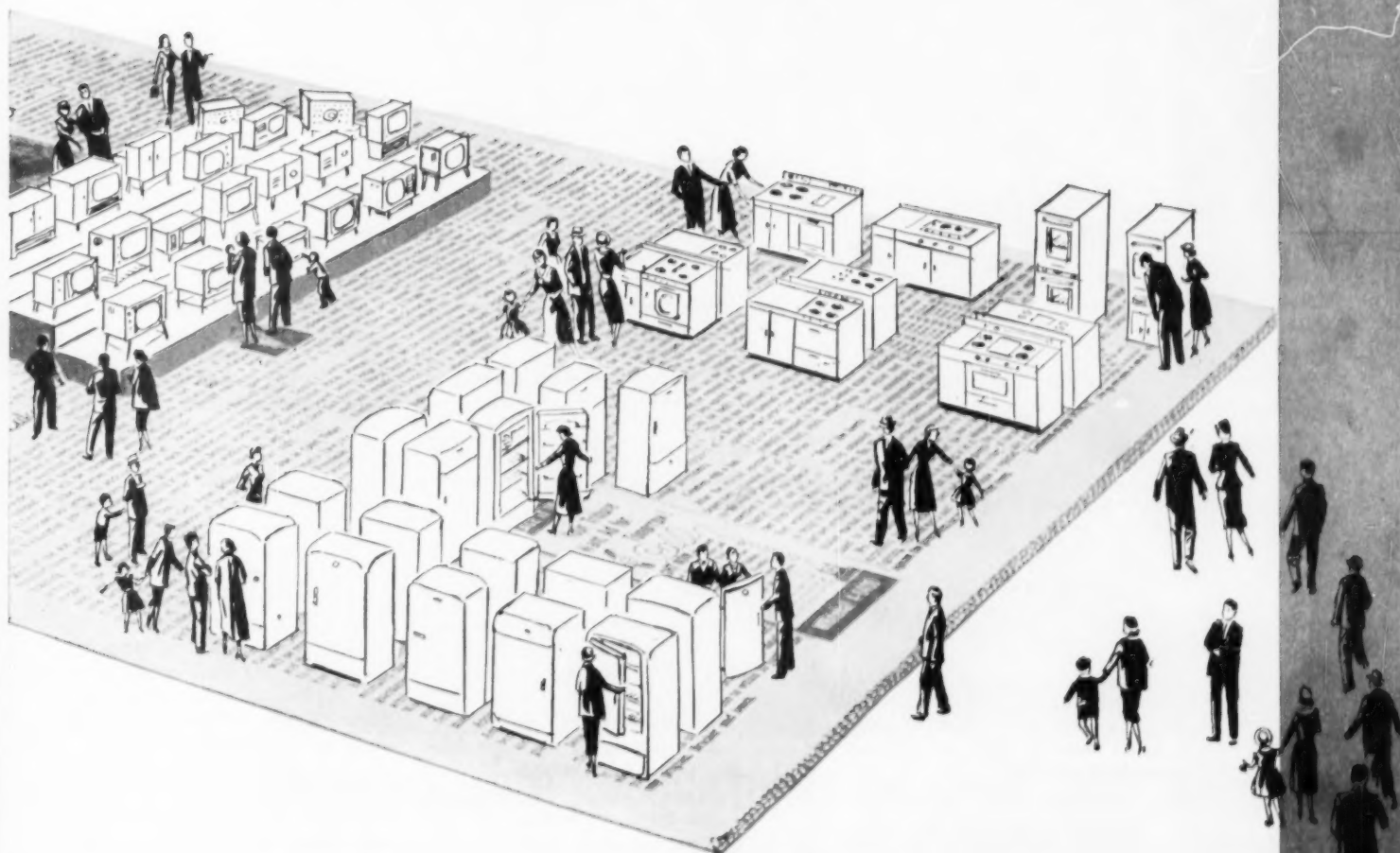
named by only 18%, 15% and 8%.

More than any other medium, the Tribune jolts people into action...stirs their desires... makes them *want* to buy.

That's why your new lines will move in greater volume when advertised in the Tribune. That's why Chicagoland dealers will push them more aggressively. That's why general advertisers of appliances, radios and TV sets consistently place more advertising in the Tribune than in any other newspaper.

You'll find the going great in '58 if you use the tremendous sales power of the Chicago Tribune. Give it a prominent place in your planning.

on the Chicago Tribune's big selling floor!



Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago

R. C. Tower
1333 Tribune Tower
SUperior 7-0100

New York City

E. P. Struhsacker
220 E. 42nd St.
MUrray Hill 2-3033

Detroit

W. E. Bates
1263 Penobscot Bldg.
WOodward 2-8422

San Francisco

Fitzpatrick Associates
155 Montgomery St.
GArfield 1-7946

Los Angeles

Fitzpatrick Associates
3460 Wilshire Blvd.
DUnkirk 5-3557

A NEW MARKET FOR YOU

NEW
CUSTOMERS...
NEW
SALES...
NEW
PROFITS...

Plus
New prestige
and extra
customer satisfaction
with

**Salton
HOTRAY®**

America's only
food warmer
designed to keep
hot foods hot.

FEATURED BY
LEADING STORES

Nationally
Advertised

to bring
customers into
your store to buy.



Lets you cook
when you choose
...eat
when you please!



**Salton
HOTRAY®**

*Keeps all hot foods hot and flavor-
perfect, while waiting, dining or serving,
and you serve without leaving the table.*

HOTRAY, the automatic electric
food warmer, keeps food at just the
right "eating temperature" for
hours. Will not overcook or dry
out. Heaven-sent for delayed
guests, tardy husbands, TV
snacks, children's lunches, or just
plain freedom from an arbitrary
cooking schedule.

*Shown above: HOTRAY Patio Master,
22" x 11" Adjustable heat control. \$24.95
HOTRAY in 6 sizes from \$10.95
HOTABLE, electrically heated serving cart,
from \$37.50*

Write for free HOTRAY Recipe Booklet.

SALTON MANUFACTURING CO., INC.
310 E. 95th Street, New York 28, N. Y.

Salton Manufacturing Co., Inc.
310 East 95th St., N. Y. 28, N. Y.
Please send me complete catalog and information
Name
Address State
City

MAJOR APPLIANCE SERVICE

STORY STARTS ON PAGE 76

plaint, if the thermostat is operating and properly set and the heating elements are sound, there is one other fault worth considering in water heaters which use an immersion-type heating element (as distinguished from the wrap-around type). Under certain circumstances, scale forms over a period of time on the element sheath of an immersion unit. Some shedding takes place during expansion and contraction of the sheath as the element heats and cools, but in some instances the accumulation becomes so thick that heat transfer is impeded. The only correction is to remove the unit and scrape it clean. There are cases on record, however, where the scale has built up to the extent that removal of the heating unit was impossible. With these, it was necessary for the serviceman to force the unit out just far enough to insert a hacksaw blade between the flange and the tank so that he could saw off the "hairpin", let it fall into the tank and then renew the heating unit assembly.

With complaints of insufficient hot water where the equipment responds favorably to your tests, you will have to consider the possibility that an increased demand has been imposed upon the water heater. Such could result from leaks; careless, wasteful use of hot water; or from one or more additional persons joining the household. And a family's routine does change over a period of time—surely, it takes more hot water for a teenager's baths, laundry, and dishwashing than it does for an infant.

And speaking of leaks, the dripping faucet is bad enough—and this no doubt is where you'd begin your search—but don't overlook the hidden seepage which could be even worse: an unbidden entrance of water into an automatic clothes washer or dishwasher.

No Hot Water. Quite obviously, the first check point for failure to heat at all is the safety switch fuses. Use a 230-volt pigtail test lamp to test the load side of each fuse to ground and then touch your test lamp tips to the load side of both fuse terminals to find out whether 230 volts is being delivered to the water heater circuit. If it is, check next the water heater so that you can pinpoint the trouble to one of these three places: (1) the element, (2) the thermostat, or (3)

the most unlikely, the wiring between the safety switch and the water heater.

If a plug fuse is blown, note whether it is loose in the holder; and when you remove it, look for evidence of arcing on its center contact. Such would indicate that the fuse had loosened and developed enough heat from arcing to melt its link. Under such circumstances you could consider renewing the fuse without first checking the water heater. Be sure, however, to open the safety switch before you handle the fuses.

On the other hand, if both fuses are screwed in tightly and one or both appear to have blown from a short circuit or from a ground, open the safety switch first, and then make a careful inspection of the water heater's wiring, its thermostat, and heating unit(s) to locate the trouble. If the fault is in the thermostat, or in the wiring between it and the element, there's a good chance that you'll find evidence of smoking or burning. Sometimes a wrap-around element terminal will ground when a supporting device (spring or clamp) relaxes and allows the element to slip from its proper position.

To test an element, while it is in the water heater, for a hidden ground, use a battery-powered bell tester. You must not use an ordinary plug-in series tester on any part of a water heater while the part is in any way attached thereto.

Use your pigtail test lamp to check for an open circuit in a heating element. If power is being delivered to the unit's terminals and it doesn't heat, you know it's faulty.

Dirty Water. It is a good idea to suggest to your customers that they draw off through the drain cock a little water from the water heater periodically to prevent dirt from accumulating on the bottom.

When you are confronted with the problem of whether rusty water is coming from the water heater or from the piping, consider the age and apparent condition of both. If the water heater is over ten years old and has a galvanized tank and the piping is in excellent condition, you could logically suspect the water heater. But even a new electric water heater may stir up rust which has hitherto lain dormant in ancient galvanized piping, for its predecessor might have delivered
(Continued on page 111)

St. Charles Kitchens



Leading kitchen manufacturers get exact color match every time with Du Pont DULUX® Enamel



Better Things for Better Living . . . through Chemistry

"DULUX" ENAMEL

**America's leading
home-appliance finish**

Over 61,000,000 major home-appliance units have
been finished with Du Pont "DULUX" Enamel.

• "Dulux" Enamel has proved itself on best-selling home appliances—cabinet manufacturers choose it, too, for "go-together" sales. Batch after batch—in colors and in white—"Dulux" gives unvarying color uniformity. This offers a great sales plus to cabinet manufacturers, whose units must match the finish on existing appliances.

Cabinets finished in "Dulux" have superior resistance to marring, chipping and staining. Extra-tough "Dulux" stands up to countless washings . . . stays lustrous and colorful . . . and retains its rich appearance for many years.

And thanks to superior coverage per gallon, "Dulux" is tops as an economical finish. If you aren't already using "Dulux" Enamel, contact your Du Pont representative now. He's a specialist in appliance finishing, and can prove that "Dulux" gives better service at lower long-range costs.

E. I. du Pont de Nemours & Co. (Inc.), Finishes Div., Wilmington 98, Delaware.

...are you using the right service parts?

if they're not
**Factory
Specification
Parts**
you are risking your
service reputation

Here's why! Only Factory Specification Parts for RCA WHIRLPOOL appliances are made to exact original specifications . . . to fit right and work right with the first call. They cut costly service call-backs that create customer dissatisfaction. They help you keep service customers happy and satisfied . . . they insure you full service profits.

Protect yourself! Whenever the service job is on an RCA WHIRLPOOL, install only Factory Specification Parts. Inferior parts may seem the same — but they can't provide the same dependable, low cost service. Contact your RCA WHIRLPOOL distributor or A. P. J. A. jobber now. There is no substitute for quality . . . there is no substitute for a Factory Specification Part.



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meet the toughest specifications in the industry

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Service Division, WHIRLPOOL CORPORATION St. Joseph, Michigan

MAJOR APPLIANCE SERVICE

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its hot water at a lower temperature.

Leaks at the Tank. It can be said here with reasonable certainty that most customers would renew the entire water heater rather than pay a large amount for the replacement of a worn-out tank. Hence, about the only other leaks-to-the-floor which will concern you will be in or adjacent to the fittings where hot and cold water lines are connected to the tank or where appurtenances—such as the relief valve, drain cock, and the like—are attached. Once in a while you may have to disconnect the water heater and lay it out on the floor in order to get at the seat of the trouble, but that's nothing to get steamed up about, rough as it is, because it can't happen very often as we have already pointed out.

If you have had to disturb any pipe connections or other parts where a leak could develop in the course of your work, be sure to inspect the water heater thoroughly for possible leaks.

Generally, you cannot afford to wait on the job for the thermostat to shut off automatically, particularly if you have had to drain the tank or if the water in it has cooled considerably. But if you are uncertain as to whether the elements are heating, and if the water heater is separately metered, you can tell if it is consuming power by checking the watt-hour meter to see if its disc is revolving. Failing this, you could remove one fuse from the water heater's safety switch and touch your 230-volt pigtail test-lamp tips across the fuse holder terminals. On a 230-volt circuit, the test lamp should glow to full brilliance.

Finally, make sure all fuses are screwed in firmly and to assure yourself that power is being delivered to the water-heater circuit, touch your test lamp tips to the load-side terminals of the safety switch.

End



"WHO'S CARRYING YOUR PAPER, MAX?"

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America's longest, strongest line of Portable Electric Heaters

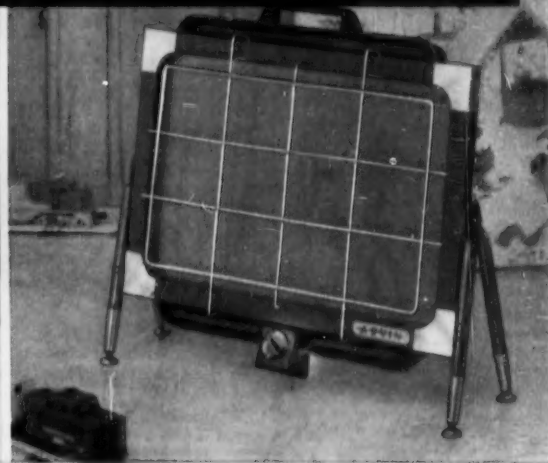
**THE TWO MOST ADVANCED HEATERS
in a line that's always ahead**



BLOWS HOT FROM THE START!

Automatic Heater with Delayed-Action Thermostat

Model 5739. No chilly drafts when this heater is first turned on. It starts with pre-heated air because Arvin's delayed-action thermostat holds back the fan until heating elements are hot. Then a surge of warm air floods the room. And when the desired room temperature is reached, the thermostat automatically turns off the heating elements but lets the fan run until all remaining heat is delivered. Combines fan-forced and radiant heat with push-button selection of either 1320 or 1650 watts. On-off toe switch for "no-stoop" control. Safety switch; red pilot light. Antique white enamel finish, gold-tone grill, ebony trim—\$39.95.



HEATS LIKE THE SUN!

Glass-Panel Heater with Infra-Red Radiant Heat

Model 5654. No noise, no dirt, no dried-out air! This new automatic heater warms like the sun with healthful, infra-red rays. Every object within range absorbs and radiates even, draftless warmth—no cold spots. The attractive opaque glass panel is the heating element—its entire surface radiates heat. Quiet operation—no moving parts. Thermostat turns heat on and off automatically to maintain desired temperature. 1650 watts capacity. Red signal light glows when heater is on. Slim, trim and distinguished in appearance, with gun-metal gray enamel finish and brass trim. Self-leveling feet—a truly magnificent heater! \$54.95.

**Only Arvin offers a model and price
to suit and sell every heater prospect**

Silver Anniversary Line—10 models for fast-profit, retailing from \$12.95 to \$54.95



NATIONALLY ADVERTISED

All Arvin Heaters operate on 110/120 volts, 60 cycle AC. All are listed by Underwriters Laboratories, Inc. and guaranteed for one year.



Electronics and Appliances Division, **Arvin INDUSTRIES, Inc.**, Columbus, Indiana

Arvin also makes Radios, Fans, Leisure Furniture, "Charky" Grills, Ironing Tables, Car Heaters



new

improved Chromalox Microtube II, installs faster! sells faster!

Cuts service time. When you install the new, simplified Chromalox Microtube II you simply press the adaptor ring into place—make electrical connections—and heating unit snaps into adaptor ring instantly.

Two sizes service 98% of all electric ranges. Special snap-in, snap-out adaptor clip design allows both slightly smaller and larger range openings to be fitted . . . with either small or large size 236-volt units.

SELLS FAST ON THESE SELLING POINTS!

- **Amazing cooking speed**—because of the better heat distribution and utensil contact of the slim, flat-top tubing and its maximum-cooking-surface arrangement. Instant response to all switch changes!

- **Easiest of all to clean**—Rings snap in and out, heating element is removed from ring, reflector pan slips out, and the entire area around the opening can be cleaned—for the first time with any service unit.

- **Modernizes, beautifies old ranges.** Mrs. Rangeowner can make her range cook like new—and look like new—with Chromalox Microtube II. She gets faster cooking on these slimmer, trimmer, better looking units.

MICROTUBE II ALSO AVAILABLE IN SPECIAL HIGH-SPEED AND AUTOMATIC MODELS

In addition to the Standard Chromalox Microtube II units, special dual-voltage Microtube and thermostatically-controlled Microtubes are available. Get the full story. *Write for the new Microtube II catalog today.*

C-2264

CHROMALOX Electric Heat

Edwin L. Wiegand Company

7525 Thomas Boulevard, Pittsburgh 8, Pennsylvania • CHURCHILL 2-6400



ONE STOP GETS THEM ALL . . . SEE YOUR CHROMALOX DISTRIBUTOR

Oven elements—The first electric baking element designed, built and tested to beat replacement problems. Unit comes in two sizes to fit all regular and wide ovens with terminal openings centered in back wall. Easily installed—only pliers and screwdriver needed. Hinge assembly with permanent electrical connections eliminates the old prong-type terminal block.

Immersion water heater replacements—Chromalox is the only supplier that gives you Immersion type units and thermostats for ALL domestic water heaters. There's a flange to fit all tank openings. Just two thermostat types—single or double throw—do the entire job of replacing all types—immersion, clamped on, screw mounted. And the same thermostats are used on most heaters as original equipment.

New wrap-around water heater elements feature both terminals at one end, free floating terminal block, spring loaded mounting for better contact. With Chromalox, only seven standard elements and four standard extension straps fit all 14-16-18-20 and 22 inch tanks.

new products

ANNA A. NOONE Editor



Kelvinator 1958 'Foodarama' provides 16.3 cu. ft. fingertip storage.

KELVINATOR Announces 1958 Refrigerator and Range Lines

Eight new refrigerators and six new electric ranges have been introduced by Kelvinator for 1958.

Refrigerators

Refrigerators are available in sizes from 8 cu. ft. "Space Saver" to 16 cu. ft. "Foodarama".

"Contemporary" Foodarama has 16.3 cu. ft. storage; more than 11 cu. ft. fresh food storage; 175 lb. frozen food capacity; measures less than 48-in. wide. Combines a vertical freezer side-by-side with fresh food compartment, providing "refrigerated pantry" with everything at fingertip convenience; 3 shelves, a full-width fruit basket; twin slide out crispers; remov-

able egg inserts hold a dozen eggs, slip into top door shelf; twin 'handi-chests' in door hold butter and other packaged dairy foods; U-shaped 'humidiplate' at top of fresh food compartment extends across back and both sides. Moist-cold allows food to be stored without covering; automatic defrost. Separately insulated and refrigerated freezer has 4 ice trays, 4 refrigerated shelves; remaining 2 shelves are removable.

Door shelves hold packaged ice cream in pts, qts or half-gallons as well as packaged frozen food. Juice and soup dispensers hold up to 21 cans. Utility bin at door bottom is unrefrigerated.

K69H-13, 2-door refrigerator-freezer has 13.1 cu. ft. capacity with 85 lbs. frozen food storage and 10.7 cu. ft. fresh food capacity. Top freezer, separately insulated and refrigerated with separate exterior door; door shelf holds packaged frozen foods; ice trays stored in convenient removable rack; automatically defrost fresh food compartment has slide-out shelf; twin moisture-seal crispers porcelain finished; twin handi-chests in door plus 4 shelves including 2 egg trays and an extra deep shelf for 4-gal. milk bottles; available in 4 exterior colors and white; 31 in. wide; safety door opens easily from within.

Single door, family size model K 65H-14 has freezer across top that stores 68 lbs; moist cold fresh food

compartment automatically defrosts; 4 shelves in cabinet include 2 slide-outs, twin porcelain crispers; door has twin egg trays, 2 handi-chests plus 3 shelves two, extra-deep for half-gal. milk bottles available in 4 exterior colors and white; 31-in. wide; snap-action safety door.

28-in. models include K 45-11 K 43H-11 and K 42H-11. K 45-11 has pushbutton defrost; 10.8 cu. ft. capacity, full-width freezer holds 52 lbs; fresh food compartment has 4 shelves with opening in top shelf for extra tall bottles; 4 door shelves include top shelf with egg inserts; handi-chests to hold butter etc.

K 43H-11 is manually defrosted otherwise identical to above. K 42H-11 is manual defrost with 52 lb. frozen food chest plus an additional 15 lb. frozen storage tray below; total capacity, 10.8 cu. ft.; removable door shelves and safety door.

Space Saver K 22H-8, 8.2 cu. ft. model with 52 lb. frozen food storage in full-width freezer chest and storage tray; cabinet is only 24 in. wide; fresh food compartment has 4 shelves with decorative fronts, full-width crisper; door shelves and snap-action safety door. K 12H-8, a modification of K 22H-8 has full-width freezer and bar-type shelves.

Ranges

Range line of 6 models include three 40-in and three 30-in models. All have divided cooking tops, pushbutton controls for 3 surface units; "off" button has been redesigned to return to position parallel with other buttons for easy cleaning; "Superspeed" surface unit indicates most frequently used settings on rotary switch, but

permits infinite number of settings to meet all cooking needs; new "top bake" oven heat provides baking by cycling broil element on-and-off for even heat distribution; easy-to-set automatic oven timer control has 2 settings—"cooking hours" and "stop time"; automatic control starts oven, times meal and turns heat off when ready to serve; rod-type bake and broil units are self-cleaning.



Kelvinator top 30-in. range.

Anodized aluminum, full-width backguards, tops and controls illuminated by backguard lights—surface unit signal light glows green when any of 4 units is in use—oven signal light glows red when oven or broil element is on. Square design; 2 models KRH-47 and KRH-37 available in 4 custom colors—pink, turquoise, yellow green or white.

Deluxe 40-in. model KRH-47 single oven range has full size automatic oven on right, storage compartment left, finger-width pushbutton control 3 sur-



Kelvinator family size refrigerator-freezer



Kelvinator 40-in. top-of-line range features finger-tip pushbutton control.

new products

KELVINATOR continued

face units with 5 settings; rotary switch controls infinite heat "superspeed" 4th unit. Has 2 6-in. surface units, 1250-w each "superspeed" is 8-in., 2600 W and the other 8-in. unit is 2100-w.

KRH-45 has 3 pushbutton controlled surface units plus "superspeed"; porcelain top has raised rim to catch spilled food; porcelain drip pans with chrome rings which are removable for cleaning.

KRH-43 has 3 finger-wide push buttons the fourth operated by rotary switch; raised rim top; 2 adjustable oven shelves are other features in above models.

30-in. model KRH-37 features full width oven, automatic oven timer; broil unit cycles on and off during baking for even heat; "Minute minder"

signals when cooking ends; high-fashion backguard has oven and surface signal lights plus full-width fluorescent light and timed appliance outlet; full-width storage drawer below oven; finger-wide pushbutton controls on 3 surface units plus "superspeed" 8-in., 2600 w. units controlled by rotary switch with infinite heat selection; porcelain top with raised rim.

KRH-35 oven has capacity to bake 6 pies or 10 loaves of bread.

KRH-33 has big capacity oven, rod-type bake and broil units; 2 adjustable oven shelves; 3 surface units pushbutton controlled, the 4th controlled rotary switch.

Kelvinator Div., American Motors Corp., Detroit 32, Mich.



G-E 1958 deluxe Liberator range J-408 features "keyboard" island control panel.

G-E 1958 Refrigerator, Range, Home Laundry and Dishwasher Lines

Seven new refrigerators, 3 new ranges, 3 built-in ovens and 3 cooktops, 3 automatic dishwashers, a garbage Disposall, and the 1958 home laundry line (described in our August issue on page 129) were recently announced by General Electric.

Refrigerators

The 1958 straightline refrigerator-freezers come in 3 sizes, 10, 13.5 and 11.5 cu. ft. capacity (BH-15R, BH-13R and BH-12R respectively) and feature a built-in look. Condenser coils have been eliminated so back can be lined up with adjacent appliances and base cabinets; air is circulated through forced draft ventilation grille in front; "magic corner" hinges permit door to open fully. Other features include foot pedal door opening; revolving shelves that adjust with press of button to accommodate turkey or flat pie; revolving vegetable bins swing out in front and are removable for easy cleaning; roll-out freezer glides out to make food accessible; 15-cu. ft. model has 4 ejector ice trays with cube storage container, 2 removable compartments, 5-cu. ft. rollout freezer stores 175 lbs.; 3.5 cu. ft. freezer in 13 cu. ft. model stores 123 lbs.; BH-12R, 11.5 cu. ft. 2-door model has 2.1 cu. ft. separate freezer at top.

Refrigerator door has double depth egg rack, twin butter and cheese compartments; 3 shelves for bottles and jars; blue interior with anodized aluminum trim; all available in G-E mix-or-match colors: pink, yellow, turquoise, woodtone or white.

Wall refrigerator LW-11P with 10.7 cu. ft. total capacity (8.7 cu. ft. refrigerator and 2 cu. ft. freezer is continued in line. All refrigerator sections on above have automatic defrost.



G-E's 1958 Straightline refrigerator-freezer.

Single door refrigerators with condenser coils at back include LK-11R with a total of 11.4 cu. ft. capacity (9.4 cu. ft. refrigerator with automatic defrost; and 2 cu. ft. freezer separately installed and refrigerated); LB-10R, with 9.8 cu. ft. total capacity (8.7 cu. ft. dial defrost refrigerator and 1.1 cu. ft. freezer, evaporator type); and LB-81R, with 8.1 cu. ft. capacity (7.5 cu. ft. dial defrost refrigerator and 0.6 cu. ft. evaporator type freezer).

Conventional Ranges

G-E's 1958 line of "conventional" ranges includes Liberator, Stratoliner and Spacemaker. Features include no drip cooktops with raised edge to keep spillovers from reaching floor; enclosed self-cleaning bake units; "focused heat" broil unit which can be washed at sink; removable doors; hinged "hi-speed" Calrods which allow reflector pans to be removed to sink for washing; push-button "piano-key controls with tell-a-cook lights; recessed oven light; simplified oven timer; automatic 2-in-1 surface unit which brings food to pre-set temperature and holds it there; automatic, family-size speed grill and a built-in meat thermometer with buzzer. Liberator is a 2-oven model; Stratoliner a single oven 40-in. model; and Spacemaker a single-oven 30-in. model; all are available in mix-or-match colors.



G-E's 1958 "drop-in" cooktops with push-button controls built-in.

Built-in Models

Three automatic ovens and 3 cooktop units are available in G-E's "built-in" range line; all ovens are 21 in. models; No. J-501 (in colors) and J-502 (satin chrome) and slide into a wall opening of 27 in. wide cabinet; Model J-505 and J-506 feature an automatic rotisserie; models J-507 and J-508 features an electric meat thermometer, rotisserie and see-thru glass oven door.

Other features include top-mounted controls; simplified automatic oven and



G-E's 1958 Built-in oven cooktop combination.

minute timer; "focused-heat" broiler; enclosed bake and broil units; flood-lighted, Starlight grey porcelain interior. Wrappers are available for "stack-on" installation.

Cooktops are available with 2 or 4 cooking units with remote controls; also a 4-unit "drop-in" top with integral controls. All are available in Mix-or-Match colors, or in stainless steel.



G-E's 1958 automatic washer (left) with "Fabric Keys" and deluxe dryer (right). (See detailed description of line in August EM, p. 129)



G-E's 1958 Mobile-Maid portable dishwasher

Dishwashers

The dishwasher line for 1958 includes 3 models: Mobile Maid portable SP-40R, Empress "30" undercounter model SU-80R; and Princess "24" undercounter model SU-60R.

Features include "flushaway drain" which disposes of soft food soil after large, hard wastes have been removed; power-scrub wash action hurls water at high velocity to knock soft food soil off plates, silver etc.; Calrod heater helps maintain water temperature. Empress "30" holds service for 12; has "power opening" door; automatic wetting agent injector for final rinse; pink vinyl interior. Princess "24" holds service for 5; magnetic detergent dispenser. All models come in choice of G-E Mix-or-match colors.

new products

GENERAL ELECTRIC continued



G-E's 1958 Disposall

Disposers

Two custom disposers FA-60 and FA-50 and a standard disposer FC-20 comprise 1958 disposal line. Custom models feature safety twist-top control; No. FC-20 has continuous-feed operation. All models have 2 rotating "hammer-like" arms and a shredding ring; impeller plate powered by special 1/2 h.p. motor for fast grind.

Operating switch on continuous feed model may be installed on wall or other convenient location.

General Electric Co., Appliance and TV Receiver Div., Appliance Park, Louisville 1, Ky.



Waste-King portable dishwasher

WASTE-KING Dishwasher

Waste-King's portable dishwasher is designed for easy conversion from free-standing to permanent under-counter use; front panels are easy to change; snap-on casters swivel to permit portable to be rolled to dinner table for loading and back into operation position at sink; adapter kit attachment of water connection and discharge hoses fit any conventional faucet; and fit into recessed compartment when not in use.

Available in Deluxe or Custom models; either available with special wetting agent injector system; features common to both include sound insulation and "hush cushion" mounts to eliminate motor clatter, vibration and other noises; oven-type pull down door; pull out drawer racks; vinyl-covered silver baskets.

Single control knob can be moved to

adjust cycle—eliminate, shorten or repeat any phase of wash cycle; hand scraping is eliminated by power pre-rinse in Deluxe model and by wash action in both models; humidity-free drying in sealed tub; porcelain interior; variety of colors or stainless steel, copper or natural wood paneling can be installed; solid maple chopping block top also available deluxe model consumes 9-gal, custom, 8-gal; cycle time for deluxe 37 1/2 minutes, custom 45-min; vinyl covered racks roll out.

Price, Deluxe, \$409.95, with wetting injector, \$429.95; Custom, \$359.95 and \$379.95 with wetting agent. Color stainless steel and copper extra.

Waste King Corp., 3300 E. 50th St., Los Angeles, Calif.



Knapp-Monarch portable "Redi-Mixer"

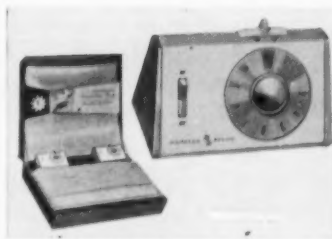
KNAPP-MONARCH Portable Mixer

Redi-Mixer, portable, features multi-speed action; governor controlled sliding switch delivers full power at clearly-marked speeds for various mixing, beating or blending operations.

Lightweight, designed for one-hand handling; provides "propeller action" beaters that snap out for cleaning; heel-rest keeps mixer in non-drip position between operations.

Price, \$22.95.

Knapp-Monarch Co., 3501 Bent Ave., St. Louis, 16, Mo.



Hamilton-Beach blanket with control

HAMILTON-BEACH Electric Blanket

A "sleepin' Beacon" heat-adjuster-control is featured in new Hamilton Beach blanket line—when main switch is set it needn't be touched again; a slide switch on top of control gives

'fine tuning'—moved to left it gives extra warmth and red signal light glows; moved to right it gives less warmth, and blue signal light glows.

Display and gift package also serves as storage chest. Comes in moonlight blue, pink, yellow and green; twin bed size with single control, double bed size with single or double control; 5-year guarantee covers everything but fabric and cord set which are guaranteed for two years.

Price range, \$29.95 for twin bed size with single control; \$34.95 for double bed with single control; and \$44.95 for double bed size with double control.

Hamilton Beach Co., Div., Scovill Mfg. Co., Racine, Wis.



AMI Tub-less clothes washer

AMI Tub-less Washer

Turns any convenient container—sink, bathtub, washbasin or large pail—into a washing machine; Over a foot high, the 9-lb. unit stands on suction cups in tub or sink, washes a 4 lb. load in 7 to 10-min.

Doubly insulated motor is safe even when submerged in water, the manufacturer says; produces a 4-way wash action; molded nylon scrubbers of agitator move up and down; clothes are floated through water on a tide of aerating bubbles produced by air ducts at bottom; currents created by impeller set within base of machine tumble clothes continuously under water; scrubbers moving at rate of 400-times-a-minute, agitate and stimulate gentle hand scrubbing when clothes are drawn across their surfaces; container is emptied and refilled for rinsing.

Price, \$59.95.

AMI, Inc., Grand Rapids, Mich.



G-E skillet No. C-110

G-E Automatic Skillet

Deluxe, square-shaped automatic skillet No. C-110 has been added to G-E skillet line which includes handy and family-size round models.

Features include removable silicone thermostat plug which makes the

skillet itself completely immersible for cleaning; ring on handle for handy wall storage; helper handle for carrying when filled with food; all-around pouring lip; completely enclosed Calrod element conforms to shape of skillet gives even heat over entire bottom; high density, polished, drawn aluminum; heat-resistant plastic handles and feet.

Price, \$21.95 including removable silicone thermostat. Cover with adjustable vent, \$3.50, extra.

General Electric Co., Housewares and Radio Receiver Div., Bridgeport, Conn.



Quicfrez chest freezer models

QUICFREZ Chest Freezers

Three new chest type freezers have been added to Quicfrez freezer line: Q 145H, Q 175 H and Q 205 H, with 14.5, 17.5 and 20.5 cu. ft. capacities.

Features include "high-fashion" styling, golden mist interior, copper trim, interchangeable color panel on front; hermetically-sealed compressor; flexible storage provided with baskets, dividers, and 3.3 cu. ft. Quicfrez compartment.

Other features include safety, counter-balanced lid; automatic interior light; built-in key lock; warning light to indicate safe operating condition; rubber balloon gasket on lid for positive seal; rubber cabinet collar provides wide loading surface.

Quicfrez, Inc., Fond du Lac, Wis.



Lewyt cleaner No. 97

LEWYT Cleaner

Automatic power dial sets required suction, 750-watt motor; are features of latest Lewyt.

Other features include built-in tool rack for quick selection of attachments flip-up top for quick dust bag disposal; 2-tone blue and silver finish.

Price, \$89.95.

Lewyt Corp., 43-22 Queens St., Long Island City 1, N. Y.

1/3 of the best prospects for appliances read America's leading magazine



*Because Digest readers enjoy
more of the country's top incomes,
they buy more electrical appliances
than any other magazine audience*

WHAT YARDSTICK do you use to evaluate an advertising medium? The following measurements show why advertisers are spending 60% more in Reader's Digest this year than in 1956.

Ownership of electrical appliances: In American homes where one or more electrical appliances are owned—and where people are most able to buy new appliances—a single issue of the Digest reaches *one person in three*.

Circulation: Starting January 1, the Digest's advertising rates will be based on a circulation of 11,500,000 copies. The Digest has the country's largest magazine circulation—larger than the next two magazines combined.

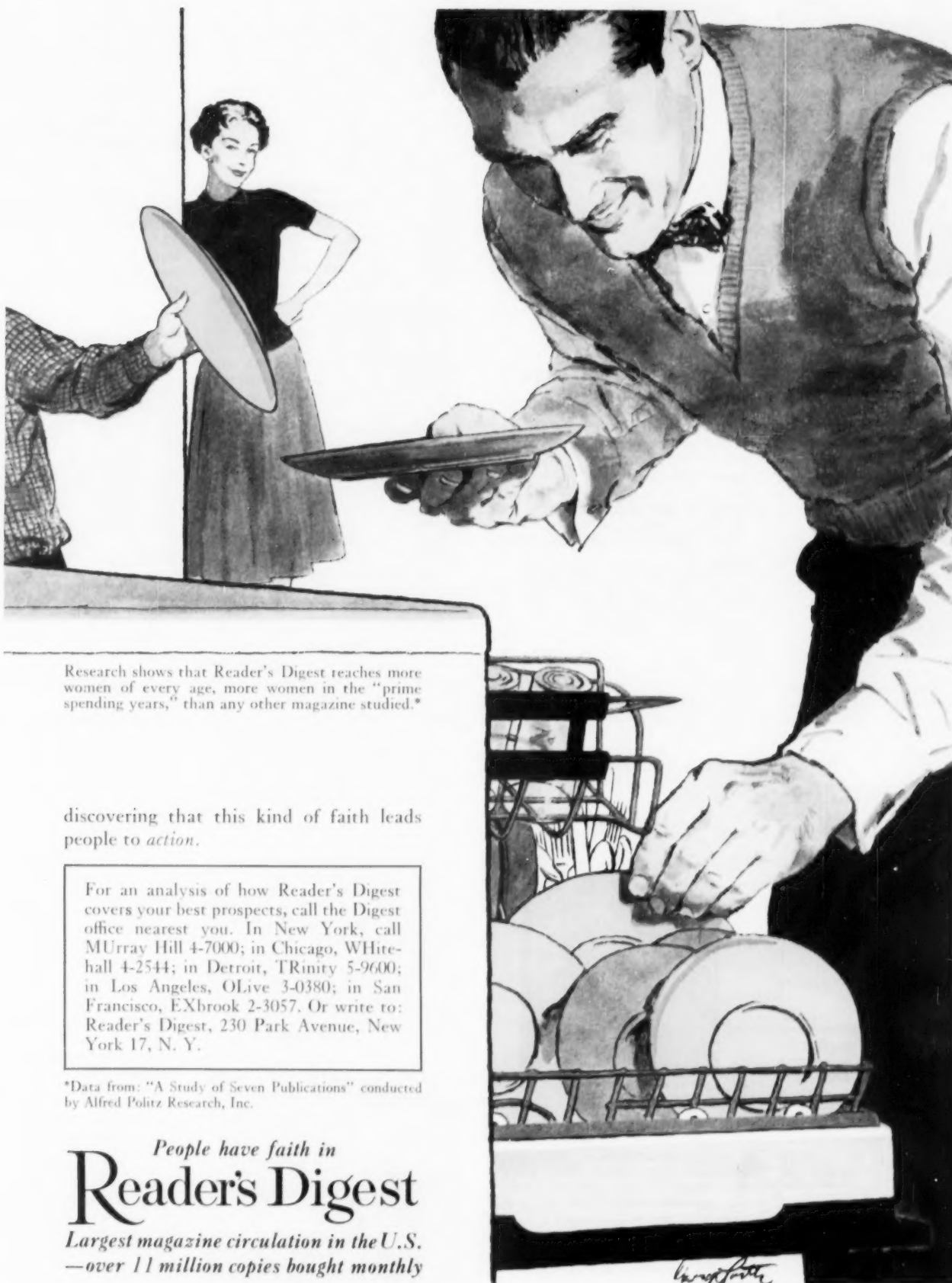
Audience: A single issue of the Digest reaches over 32 million Americans—of

whom 17 million are women. It reaches more men—and more women—than *any* magazine including those edited expressly for women.

Advertising readership at low cost per thousand: Dollar for dollar, four-color advertising of home products in the Digest is “noted” and “read most” by more men—and by more women than in any other leading magazine.

Circulation concentration: 82% of the Digest's circulation is concentrated in the nation's top-quality markets—where you find 82.7% of the country's buying power.

And Reader's Digest offers you the greatest extra value of all: The faith of its readers—the kind of faith that creates a climate of confidence for your advertising message. More and more advertisers are



Research shows that Reader's Digest reaches more women of every age, more women in the "prime spending years," than any other magazine studied.*

discovering that this kind of faith leads people to *action*.

For an analysis of how Reader's Digest covers your best prospects, call the Digest office nearest you. In New York, call Murray Hill 4-7000; in Chicago, Whitehall 4-2544; in Detroit, TRinity 5-9600; in Los Angeles, OLive 3-0380; in San Francisco, EXbrook 2-3057. Or write to: Reader's Digest, 230 Park Avenue, New York 17, N. Y.

*Data from: "A Study of Seven Publications" conducted by Alfred Politz Research, Inc.

People have faith in
Reader's Digest
Largest magazine circulation in the U.S.
—over 11 million copies bought monthly

new products



Frigidaire Custom Imperial 2-oven range



Frigidaire's 30-in. Imperial range with French oven doors

FRIGIDAIRE Debuts 1958 Range, Refrigerator, Freezer Lines

Frigidaire's 1958 refrigerator and range lines feature new "sheer look — plus" styling, and two new colors.

Refrigerators

"Flowing cold" refrigeration, originally introduced 3 years ago, has undergone refinements and advancements to uniformly chill every inch of storage space, cooling foods faster.

Food compartment of Cold Pantry models with "flowing cold" features automatic defrosting — concealed refrigerating plate which cools compartment dissipates frost as fast as formed; excess moisture drains out through "moist-minder" in cabinet bottom and is automatically evaporated.



Frigidaire 1958 Cold Pantry with built-in ice ejector

New built-in ejector in bottom freezer of Cold Pantry models provides instant ice service; ice tray is inverted, and slides into ejector — "feather light" touch of U-shaped lever produces shower of dry ice cubes which are automatically stored in party-size pull-out bin below.

(A portable version of the ejector, is available as accessory, fits other Frigidaire refrigerators and freezers.)

New "pantry door" provides controlled temperature storage for butter, shelves and compartments for dairy produce, packages, jars, tall bottles, 1/2-gal. milk containers.

"Picture window" fruit and vegetable storage swings down out of door; moisture control vents, adjustable, to keep contents garden-fresh.

Roll-out shelves bring food into

open; porcelain-finished fresh meat drawer, extra vegetable drawer; 2 egg-storage drawers; special removable half-shelves and bulky food provision are other features in refrigerator compartment.

Separate freezer at bottom has 2 roll-out baskets plus 3 special ice cube trays. New door design features new hinge arrangement and a new 2-way latch, spring-loaded nylon rollers engage latch compressing door seal to assure cold-tight security yet it opens easily from outside or inside.

Refrigerator interior white with turquoise and dark green trim.

Frigidaire 1958 refrigerator line ranges from 8 to 14.4 cu. ft. capacities, in models with single doors, 2-doors and freezers at top or bottom.



Frigidaire 14.4 cu. ft. refrigerator, separate freezer below

Ranges

Latest innovation in Frigidaire 1958 ranges is a "spatter-free" broiler grill on the Custom Imperial. The unit is super-fast, sears like charcoal, but practically smokeless. New broiler control is turned to rare, medium or well-done, — everything else is automatic — no shelf shifting. Grill is comprised of a high-walled pan with grid that fits into shallow pan holding 2 cups water; hot fat does not spatter, harden or burn.

Other features include a meat-tending device for roasting — dial is set at re-

quired temperature, sensing thermostat inserted in roast and range takes over — buzzer signals when meat is done. "Cook-book" on range backpanel — required oven temperatures for all kinds of meat listed on an illuminated panel. Simplified Cook-master clock control provides automatically cooked oven meals.

Automatic rotisserie cooking accessory is provided; a concealed motor capable of turning 20-lb. turkey evenly without "flop-over" at each rotation, provides perfect basting and browning; new wheel type handle makes easy engaging and disengaging spit.

Surface cooking units include faster-heating 8-in. surface unit with heat-minding device that won't let food scorch, burn or boil over; an extra-fast "speed-heat" unit for a variety of hasty cooking tasks.

Custom Imperial ranges have chrome and glass backpanel with full width fluorescent lamp; touch-and-turn control dials; shelf space on backpanel top; easy-to-clean porcelain finish (control knobs pull off for easy cleaning); self-cleaning units with drip bowls and supports easily removable for washing.

Many features are carried over in 40-in. Custom Imperial single oven range and others incorporated into 30 and 40-in. Super, Deluxe and Imperial models; style leader of its class is 30-in. Imperial with French oven doors; a 2-oven 40-in. budget model is new.

Colors available in refrigerators and ranges include a new turquoise and yellow; and are also available in charcoal, pink or white.

Freezers

Frigidaire's 1958 food freezer line includes two uprights and 2 chest models. The 14.2 cu. ft. Imperial upright is styled to match Frigidaire's 14.4 cu. ft. Cold Pantry refrigerator; can be installed side-by-side with refrigerator or at opposite end of a cabinet arrangement. Imperial freezer has 497 lbs. frozen food capacity; equipped with 4 full-width shelves, 3 of which are refrigerated; one removable, providing storage for bulky items; full-width sliding basket below for special items.

Door has 5 removable shelves, a removable juice can rack; interior is illuminated automatically; adjustable temperature control; "safety seal" door and "safety signal light".

Many basic features are carried over to Deluxe upright with same storage capacity; both available with right or left hinged doors; and come equipped with built-in lock.

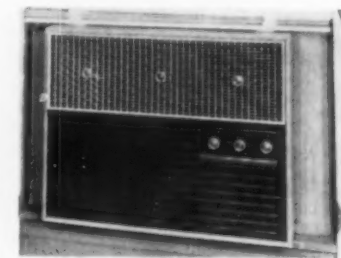


Frigidaire's Custom Imperial range features radiant-wall, spatter-free broiler grill



Frigidaire's 1958 upright, 14.2 cu. ft. Imperial freezer

Chest-type freezers come in 12.5 and 17.5 cu. ft. capacities. Larger model stores 612 lbs. frozen food; "quick-freezing shelf; 2 sliding storage baskets; moveable divider. Chest models like uprights have automatic interior lights. 12.5 cu. ft. model stores up to 438 lbs; both have built-in locks.



Frigidaire's Imperial 1-h.p. air conditioner

Air Conditioners

New room air conditioners for 1958 include 3 slim, trim vertical models, 15 3/4 in. deep featuring sheer look styling; designed to blend into any room decor.

Vertical units include 1-h.p. Imperial and Super models which operate on 208 and 230-v systems; a 3/4 h.p., 7 1/2 amp Deluxe for 115-v and 2 horizontal Imperials of 1 1/2 and 2-h.p.

Vertical models can be mounted in double-hung windows, casement windows or through-the-wall; a kit for all-outside installation is also available.

The 1958 conditioners feature newly-designed "dehumid-coil" with unique tubing arrangement, providing more efficient air contact for dry cooling and greater moisture removal; lower coil temperatures increase dehumidifying efficiency; a "pre-cooler" lowers temperature of refrigerant entering "dehumid-coil" as much as 20 degs; Super Meter-Miser cold-making mechanism features high capacity, quiet operation.

Filters of 1/2-in. fibrous glass encased in sturdy frame, removable from front.

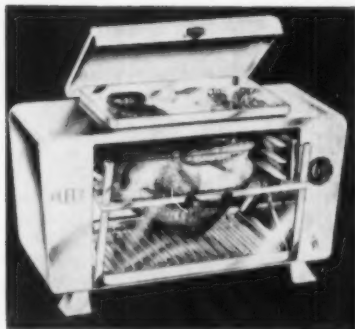
Controls on vertical models designed for easy and flexibility of operation; all models have thermostatic controls; verticals equipped with 2-speed control for high, low fan and high and low cooling.

In addition, Imperial 1-h.p. model features a 3-way air-control providing normal cooling and circulation of room air, a fresh air setting for mixing outside and room air, and an exhaust setting to discharge smoke and stale air.

Deluxe 3/4 and Imperial 1-h.p. units have rotating louvers behind discharge grill; entire casing is bonderized, galvanized, then painted inside and out to resist rust and corrosion.

Frigidaire Div., General Motors Corp., Dayton 1, Ohio

new products



Fleck broiler-rotisserie No. 5

FLECK Broiler-Rotisserie

Different from other models, the new unit needs no spit handle; meat or fowl to be barbecued is placed on spit which rests on tripod that fits into broiler-pan bottom; pan containing food, spit etc., slides into rotisserie like a drawer where spit connects with coupling to motor in an easy, slide operation; slides in and out easily for inspecting progress.

Worm-gear silent motor, automatic timer, processed glass splatter-shield; extra tray for cooking under upper lid are other features.

Partly open glass door forces air circulation; barbecues, roasts, broils, toasts, grills, fries or boils.

Price, \$89.95.

Fleck, Inc., Asbury Park, N. J., Arthur O. Bregstein Associates Inc., 309 Fifth Ave., New York, 16, N. Y., exclusive national sales representatives.



Red Devil Polisher FP-33

RED DEVIL Floor Polisher

List price cut of FP-33 and changes in engineering and styling in new model FP-33A is announced by Red Devil.

Engineering changes in FP-33A include improved lightweight motor with newly designed air cooling system in which fan permits motor to run at low temperatures; lightweight, diecast aluminum head; new style brush lock to simplify removal of polishing or scrubbing brushes; baked-on silver-grey enamel finish; new motor and head have cut weight 7½ lbs. to only 11½ lbs.

Handle locks in upright position; reversible spring mounted cord holder; 18-ft. cord; snap-on rug cleaning attachment and complete floor recondi-

tioning kit are available as accessories at extra cost. Reconditioning kit contains all materials and tools for light floor sanding and complete finishing.

Prices range as follows: FP-33, \$54.95; FP-33A, \$59.95 rug cleaning attachment, \$10.96; reconditioning kit \$19.96.

In addition to FP-33 and FP-33A, Red Devil has a heavy duty, FP-34, floor conditioner for home or office use for \$129.50 as well as a complete line of floor sanding and other professional type floor finishing and conditioning machines.

Red Devil Tools, Union, N. J.



Nutone Ventilating fan No. 814

NUTONE Fan

Room-to-room fan has been added to NuTone ventilating equipment provides maximum effectiveness for heating and air conditioning systems; mounted between studding, fits a 94 in. sq. wall opening; pull chain operated, adjustable for walls 2½ to 5½ in. thick; 110-120 volt a.c.; white enamel housing and grill. Price: \$21.95.

NuTone Inc., Madison & Redbank Rds., Cincinnati 27, Ohio.



Rembrandt potato peeler.

REMBRANDT Non-Electric Potato Peeler

Cleans, peels and washes 2 lbs. potatoes in a minute; operates without blades, knives or electricity, from water pressure of sink faucet; hose is attached to faucet with clamp (fits all standard faucets); potatoes, beets, apples etc are placed in bowl, cover locked into place. Water pressure causes inside of peeler to rotate rapidly, whirling contents against abrasive sides; compact, easy to store. Price: \$9.95.

All Channel Products Corp., 47-39 49th St., Woodside, 77, N. Y.

Sell Your Customers a
COMPLETE Automatic Laundry!

Show them

duratub's

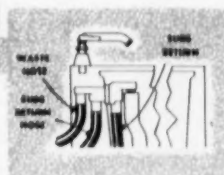
deluxe model 9TD laundry tray
with exclusive *Handiflo*

duratub's exclusive Handiflo double drain eliminates hose-handling in an automatic laundry... with suds saver or single hose type washers.

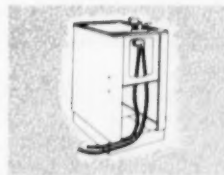
Here's How Handiflo Works...

With suds saver automatic washers, Handiflo's double drain has one channel to handle suds in and out of the washer, a second channel handles washer waste water—all without any hose handling!

When the suds saver washer completes its cycle, it pumps hot suds water into duratub through Handiflo's suds channel. Suds remain in duratub during rinsing cycle. On completion of rinsing, washer pumps waste water out through waste channel and down Handidrain*. Hot soapy water then returns through suds channel for reuse. With single hose non-suds saving washers, only the waste channel is used.

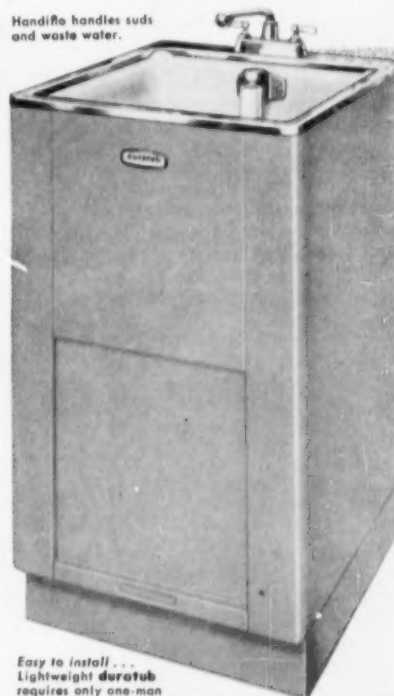


Handiflo handles suds and waste water.



And tell them about duratub's:

- * Permanent, hidden hose connections
- * Appliance colors—green, pink, yellow, white
- * 20-gallon Fiberglass tub that won't chip, crack, stain, dent
- * Easy-to-clean baked enamel finish over bonderized electro-galvanized steel
- * Storage compartment for laundry supplies
- * Cover that provides extra work area
- * Stainless trim, built-in soap dish, round corners



Easy to install... Lightweight duratub requires only one-man installation; legs adjust 1½" for quick installation on uneven floors.

Model 9TD. Patented.

Please send complete duratub information and name of distributor nearest me:

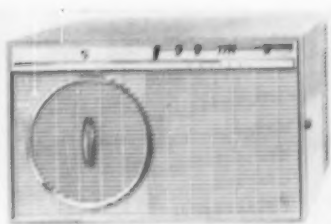
Name.....
Company.....
Address.....
City..... Zone..... State.....

E. L. MUSTEE & SONS, INC.

6911 Lorain Avenue • Cleveland 2, Ohio

*duratub, Handiflo and Handidrain are trade marks of E. L. Mustee & Sons, Inc.

new products



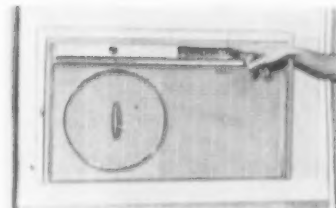
Fedders room air conditioner in depths of 17 1/4 and 20 1/4 in.

FEDDERS 1958 Air Conditioner Line

A total of 29 models make up the 1958 Fedders line of air conditioners. Reverse cycle heat pumps are found on 12 of them.

Engineering advancements embodying internal changes designed to increase capacity and utility while lowering noise levels.

Feature of heat pump models is a WeatherRobot control system which incorporates a newly developed thermostat located on outside coil, that senses when coil begins to frost. It turns conditioner from heating cycle back to cooling to defrost coil, as a result heat pumps formerly inoperative in temperatures below 40 because of frosting, can now be operated below freezing. During defrosting blower fan automatically turns off so cold air won't be circulated into room. New dual thermostat on heat pump models automatically turns conditioner to heating or cooling depending on temperatures desired.



Fedders "Four Seasons", conditioner in 1 and 1 1/2 h.p. capacities.

Two "Four Season" models have heat pump with 2-stage (1600-W each) supplementary strip heating. One heater operates concurrently with pump compressor and turns on automatically when room temperature drops to 70, and off when it reaches 76. The other heater automatically turns on when outside temperatures drop below 10 and room temperature below 70 . . . at this point compressor turns itself off automatically. Available in 1 and 1 1/2 h.p. capacities these models humidify by drawing moisture from outside air, heating it and evaporating it into room.

Also available are 4 deluxe heat pump conditioners—1 h.p. 7 1/2 amp and a 1 1/2 h.p. 115 volt, 816CS-2, draws 12-amps, operates on standard current.

Six models, including above 1 1/2 h.p., 115-v unit has 4 rows of condenser and 4 rows of evaporator coil.

Other innovations in all models in 1958 line include "deep cold" ther-

mostat that defrosts evaporator at low temperatures; a Vari-Air control—a damper-like arrangement, manipulated by external lever to provide air flow. All models have 4 push-button switches instead of former six: off, vent, cool and exhaust. The new line also has new tri-leg mounting for twin-cylinder compressors (used on all but 2 models) for less vibration; new fan motor has also given a more secure mounting.

A through-the-wall line of 10 models have capacities ranging from 1/2 to 1 1/2 h.p.; these units are available complete with chassis and shell; or with chassis and shell separately for builder market. Fedders-Quigan Corp., Maspeth 78, N. Y.



In-Sink-Erator Disposer No. 17

IN-SINK-ERATOR Disposer

Model 17 features 1 piece cover control operation which eliminates a separate switch and gives 3-way control: drain, grind and seal.

Other features include automatic reversing action which enables it to reverse shredder direction whenever necessary to grind waste finer and faster and give 2-way scouring; 4 h.p. capacitor start motor; 5-year warranty; easy to install; has stainless steel sink flange and cover that never needs polishing.

In-Sink-Erator Mfg. Co., Racine, Wis.



Norge 1958 chest freezer

NORGE 1958 Chest Freezers

Norge announces 3 chest freezers in 12, 16 and 20-cu. ft. capacities with frozen food capacities of 420, 560 and 700 lbs. respectively.

Features include sharp-freeze compartment with refrigeration coils at bottom for extra-low quick freezing temperatures; cold control to automatically maintain zero cold in main storage compartment of glass fiber insulated cabinet; recessed automatic light in lid; heavy duty sliding, removable storage baskets; adjustable storage dividers; pink finish interior.

Exterior features include a counter-balanced lid that opens at touch; auto-type lock; seamless cabinet; baked enamel finish; recessed base.

Dri-wall condenser prevents condensation; 1/2 h.p., 110-120 volt, 60 cycle a.c. permanently sealed compressor.

Norge Div., Borg-Warner Corp., Merchandise Mart Plaza, Chicago, 54, Ill.



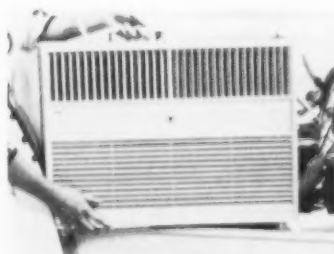
Lady Sunbeam SHAVEMASTER deluxe LS-3

Lady Sunbeam SHAVEMASTERS

Two new models, LS-3 and LS-2, have been announced by Sunbeam. Featuring micro-twin head for every grooming need; one side for underarm use, the other for legs; both rounded shaving edges gold-plated for extra smoothness; motors have vibration absorber and a noise suppressor.

LS-3 features 3-dimensional floral medallion in clear plastic in a "French-doot" case. No. LS-2 has 3-dimensional Fleur-de-lis pattern is plastic pedestal type case. Compact shape in green, pink, yellow, blue, white and black.

Prices, \$17.95 for LS-3 deluxe; \$15.95 for LS-2. LS, pioneer in field also available in 6 colors for \$11.95.



Carrier Portable air conditioner

CARRIER Multi-Use Conditioner

Carrier's multi-use portable room air conditioner weighs less than 60 lbs., heats as well as cools; can be used to

remove dampness; fits in any sash window; can be carried from room to room; mounted in window as conventional conditioner it cools and dehumidifies, filters and circulates air; when reversed it becomes a heat pump to warm air; has identical grilles on either side; built-in handle; operates on standard household current draws 7 1/2 amps; vinyl plastic covered aluminum cabinet; aluminum grooves on each side to accommodate slide-in extenders to fit opening.

Other models in 1958 line include: slim-silhouette models—a 1-hp for low-electrical requirements and a 1-hp heat pump; a 2-hp window model capable of cooling 2 or more rooms. Also in 1948 line is Console Weather-maker for home or office. Crestline and Starline models, with flush grille in neutral beige or seafoam green. Console Weathermaker is available in walnut, cherry or limed oak.

Carrier Corp., Syracuse 1, N. Y.



Swan portable humidifier

SWAN Humidifiers

Humidifies in winter, spot cools in summer, condenses smoke, reduces static electricity; humidifies areas up to 15,000 cu. ft.; and can be adjusted to smaller areas; turns on and off automatically by wall-mounted humidistat; automatic model has float valve and wall humidistat; portable model has built-in water fill funnel; plastic with fiberglass pan and motor base; large air filter; motors and fans enclosed in molded plastic cover; fan and drum motors rubber mounted; rheostat adjustable fan speed; water level indicator in portable model; rust-resistant steel cabinet; controls on side; adjustable louver grills; gray finish.

Models include portable A, shown above; A and B automatics for 15,000 and 25,000 cu. ft. area respectively; BB automatic for 12,500 cu. ft. area; BC for 25,000 cu. ft. areas and BD for 53,000 cu. ft.

Swan Humidifier Co., Inc., Ballston Spa, New York.

CORRECTIONS

The Cory can opener, described in September, page 154 erroneously carried the list price of \$27.95. It should have been \$29.95.

The Landam faucet-type water heater described in October, page 131, listed the weight as "less than 21 lbs." This was a printer's error. The actual weight is "less than 2 lbs."

new products

TV, RADIO AND HI-FI



Setchell-Carlson portable P-63

SETCHELL-CARLSON TV Line

The 1958 line of Unit-sized sets include 17, 21 and 24 in. models. All sets feature full size power transformers, silicon rectifiers, extra-sensitive cascade tuners (continuous all channel UHF and VHF); new short-depth 90 deg. aluminum self-focussing tubes; filter-ray removable safety glass; Unitized chassis design which consists of a Master chassis on which functional 'plug in' units are mounted; each unit may be individually removed and replaced for quick, easy maintenance; all table and console models feature acoustically-correct wood cabinetry in African mahogany, fruitwood cherry, limed oak with woofer and tweeter hi-fi speakers.

No. P-63, portable 17-in. model is available in maroon, black, tan with gold, or ivory. No. 58, 21-in. table Deluxe comes in a variety of woods with woofer or tweeter speakers. No. 58R, 21 in. table model with radio is same as No. 58 with a AM radio.

No. 581, 21-in. console deluxe has AC transformer with silicon rectifiers, No. 582, same as No. 581 with powerful permeability-tuned AM radio and phono output. Both come in African mahogany, fruitwood cherry or limed oak cabinets. No. 583 same as No. 581 with AM radio and hi-fi phono compartment and phono input;

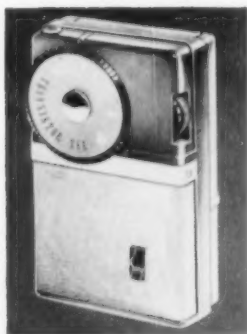


Setchell-Carlson table set 58R

No. 5800 24-in. table TV deluxe has silicon rectifiers, woofer and tweeter speakers, audio and video tone controls. No. 5800R same as 5800 with radio and phono and 5801, a 24-in. console; No. 5802 a console with radio, No. 5803 24-in. console same with radio and hi-fi phono and phono input. Prices, From \$179. for P-63 portable

to \$449.50 for 24-in. console with radio-phono.

Setchell-Carlson Inc., New Brighton, St. Paul 12, Minn.



Sony Transistor radio TR-63

SONY Transistor Radio

Uses 6 transistors; features push-pull output; dynamic speaker; built-in ferrite bar antenna; printed circuit; magnetic earphone accessory; suede carrying case; weighs 10-oz., size 1 1/2 x 2- 1/4 x 4 1/2 in.; case colors available in black, lemon, green or red.

Price: \$39.95 including battery and carrying case.

Delmonico International Corp., Long Island City, N. Y., (exclusive American importer) made by Tokyo Tsushin Kogyo Ltd.



Philco short-wave radio T-9

PHILCO Short-Wave Radio

"Trans-World," T-9, a 9-transistor, short-wave radio operating on ordinary flashlight batteries, covers 6 most frequently used short-wave bands as well as standard broadcast; weighs less than 20 lbs.

Uses 9 transistors, 5 are "surface barrier" type; 8 serve in amplifying the signal, which can be magnified over 10-million million times; 4 transistors are used specifically to "separate" stations preventing one short-wave station from interfering with another on adjacent channel.

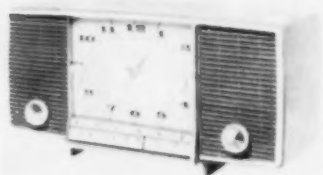
Also uses 6 standard D size flashlight batteries; 4 will operate set 2 hours-a-day every day for 5 months—the other 2 last entire year, storage for 4 extras also provided.

Short-wave bands are "spread" over whole width of dial giving each station from 10 to 15 times more dial space than on conventional dial; faster tuning is provided by "flywheel"—tuning wheel is weighted so knob can be spun across dial; tuning ratio is 14:1. A logging scale is attached to band selector.

Other features include built-in Magnecor, 5 ft. telescope antenna with provision for outside antenna; 28 pg. instruction manual; world time chart; head phone jack and a moisture-proof wiring circuit.

Price, \$225.

Philco Corp., C & Tioga St., Philadelphia, Pa.



Roland clock radio 5-C8

ROLAND Clock Radios

Two new clock radios, 5-C8 and 5-C9 are announced by Roland; features in 5-C8 include a deluxe twin speaker Bi-Fi a.c. clock radio; latest design with "sleep" and "wake-up-to-music" switch, plus buzzer alarm and sweep second hand; clock actuated appliance outlet; earphone jack for private listening; 2 matched, extended-range, heavy duty Alnico V permanent speakers.



Roland clock radio 5-C9

No. 5-C9 has many of 5-C8 features including sleep and wake-up to music switches, buzzer alarm and appliance outlet.

Roland Radio Corp., Mt. Vernon, N. Y.



Talk-A-Phone transistor home intercom-radio

TALK-A-PHONE Intercom-Radio System

An all-transistor home intercom-radio system has been announced by Talk-A-Phone.

Fully transistorized, it consumes less

electricity than one kitchen clock; uses no tubes, emits no heat; circuit will last indefinitely; brings complete intercommunication as well as radio through house; outside doors can be answered from any room, conversations held between rooms, baby or sick rooms can be listened to, favorite radio programs follow listener throughout house; can be flush-mounted or surface-mounted. Finished in blended gold, polished and satin silver tones.

Talk-A-Phone Co., 1512 S. Pulaski, Chicago 23, Ill.



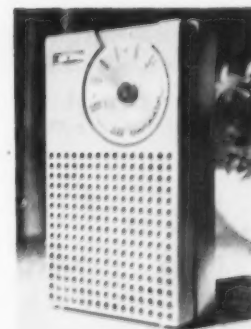
Pilot radio-phono No. PT-1041

PILOT Hi-Fi Radio Phono

No. PT 1041 incorporates Pilot 3-in-1 component HF-42, and AM-FM tuner, pre-amplifier and 20-watt amplifier, acoustically matched 5-speaker, 4-channel system consisting of a 15-in. woofer, 8-in. low mid-range and 6-in. upper mid-range speakers plus two 3-in. tweeters; Garrard RC-88 4-speed record changer with GE variable reluctance magnetic cartridge with diamond and sapphire styli; cabinet (an integral component of the sound system) comes in Cordovan, cherry, or blonde mahogany or American walnut.

Price, \$575 for Cordovan, \$585 for other finishes.

Pilot Radio Corp., Long Island, N. Y.



Regency transistor radio No. TR-4

REGENCY Transistor Radio

TR-4 incorporates a superb printed circuit, Alnico V super-dynamic acoustically balanced speaker and lifetime transistors; a pocket-radio, measures 3x5x1 1/4 in. weighs 12-oz.; plastic case in red, black or ivory with silver dial and trim; radio covers AM with CD.

Regency Div of I. D. E. A., Inc., Indianapolis, Ind.



New **CORY** Automatic **Electric** Can Opener
OPENS BIG NEW SALES AND PROFIT OPPORTUNITIES!



1. Just slip can into place . . . swing handle to "on" position.



2. Then walk away if you wish. The Cory Automatic holds the can . . . opens the can . . . removes the top and shuts itself off! Takes only 5 to 8 seconds.



3. Raise handle—remove can. Top is held by magnet so it can't drop into can or on the floor.

**GREAT NEW
 GIFT IDEAS!**

- ✓ new
- ✓ unique
- ✓ practical
- ✓ different
- ✓ grand gift

Another "Sure Thing!" From the creators of the sensational Cory Crown Jewel Automatic Percolator and world famous Cory Electric Knife Sharpener. Just look at your market for the Electric Can Opener: every home . . . every apartment—every family is a prospect . . . and a BIG, BIG market for commercial use as well.

Quality Features! Obvious quality is one reason for the instant acceptance of every Cory success. The Cory Automatic Can Opener features: 1. Safety—will not cut unless can is in place. 2. Detachable tool steel cutting wheel—for easy cleaning and steriliz-

ing. 3. Lifetime lubricated hi-torque motor. **Presentation Beauty!** Styled in a smart white-and-gold case, each Cory Automatic Can Opener comes in a gay gift box.

Installation Ease! Attach the included mounting bracket to any wall or cabinet surface . . . clip the unit on to the bracket . . . plug into any AC or DC outlet.

Now You Know! Another hot, *high-profit* seller is on the way! So call your distributor and tell him you want to see the new Model DCA Automatic Electric Can Opener as soon as his first shipment arrives . . . Retail Price \$29.95.

ANOTHER
 QUALITY PRODUCT OF

CORY

CORPORATION
 3200 W. Peterson Avenue
 Chicago 45, Illinois

trade report

HARRY GRAYSON Editor



NEEDED: A GOOD CHRISTMAS

Electric housewares have had a slow first nine months, but spokesmen feel that 1957 sales will come close to last year, provided there is some brisk buying during the holiday season

ALL the housewares industry wants for Christmas is enough sales to bolster a poor first nine months. At this point, no one seems quite sure Santa's bag will contain that many housewares.

A roundup of manufacturers reveals that dealers and distributors are "cautiously optimistic." They think that Christmas is going to be a good one—equal to or better than 1956—but in general they aren't buying that way.

Housewares are moving out of manufacturers' hands, but many report that they are being bought on a hand-to-mouth basis. One large manufacturer expresses fear that, if dealers buy too late, there's a good chance of shortages on the retail level. This, he said, is because distributor stocks are low. He qualified his fears by adding, however, that "if department stores have a good October and buy early enough in November, we have a very good chance of going ahead of last year."

General Pickup

A Chicago manufacturer sees a general pickup in sales taking place on the dealer and distributor level, but confesses that, if retail sales don't come as expected, the industry will be in "a hell of a mess."

From the optimistic manufacturers come reports of dealers and distributors buying at a good clip and of retail outlets, particularly department stores, as being hopeful about Christmas. Dormeyer and Casco anticipate that this year's sales will wind up 10 percent over last year; Proctor, which markets only two electric housewares items, is back-ordered and reportedly "tickled to death" over the prospects of a 30 percent gain over 1956.

Bad Nine Months

But the fact remains that, for the industry

in general, the first nine months were bad for housewares. Many doubt that even a phenomenal pre-Christmas sale—this is the period in which substantial percentages of annual housewares sales are traditionally made—can redeem the year. It is generally felt that, for the industry, the year will close about 5 percent below 1956. This, housewares men hasten to add, is by no means disastrous, since 1956 is often described as a "fantastic" year.

Fans Overstocked

Although almost everyone is looking for Christmas to provide the pickup the industry needs, there is one category of housewares manufacturer that has an added handicap to overcome. That is the manufacturer who deals largely in fans.

A generally-cool summer is blamed for killing fan sales across the country. The National Assn. of Electrical Distributors reports that electrical distributors in many sections of the country are faced with a serious overstock of household-type fans.

Since there was a large inventory from 1956 and fan sales this past summer were none too good either, many distributors were more conservative in placing orders this year. This has hit fan manufacturers, and it has hit them hard. It will take good Christmas business for those who have other housewares lines to help stabilize the situation. Dominion, a big fan manufacturer, believes that it can come close to '56 despite a poor fan season and a strike loss.

Promotions Toned Down

As far as Christmas promotions are concerned, they will not be so lavish this year. Some manufacturers have cut them out altogether; others have cut out either the trade or consumer aspects of theirs, or a little bit

of both; a few others, contrary to the trend, are expanding their housewares promotions.

Edison Electric Institute is functioning as usual with its Fall Gift Campaign. EEI has mailed sample kits to its 201 member utilities. It is up to each utility as to whether or not it will purchase copies of the kit to supply to its dealers. The cost of the kits is \$1.35 each, which is paid by the utilities to EEI.

General Electric is featuring a gift-wrapping promotion in which some 25,000 free gift-wrapping kits are being supplied to dealers, each with 100 feet of paper. Landers, Frary & Clark, an apparent exception, reports the largest consumer campaign in its history continuing through the fall.

Spotty Movement

As to what is or is not moving, there appears to be little consistency. Most report that electric skillets and electric blankets are moving well. G-E claims that there has been such a run on their new spray steam iron that they can't make them fast enough. Westinghouse reports that toasters are moving well. Still others are moving large quantities of portable mixers and coffeemakers.

Control Plugs

Landers, Frary & Clark, featuring a temperature control plug that is interchangeable in several cooking units, reports that these plugs and the units into which they fit are "taking up the slack" in some of the company's other lines.

As to what the final outcome will be, no two people venture the same guess. Although it is pretty unanimous that no records are liable to be set for 1957, a healthy Christmas sale is hoped for and, with the exception of the fan people, an above-average year is expected.

Get off the WASHER

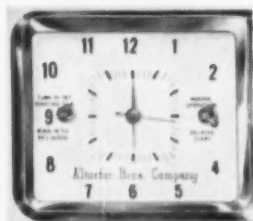


**YOU'LL SELL CIRCLES AROUND COMPETITION
WITH FEATURES LIKE THESE...**



ABC's sensational NEW JET FILTER

No lint, no scum, no fuzz. The only automatic filter that removes lint and fuzz where most of it collects—at the center of the washing tub. Easy to remove and clean. No complicated separate pump . . . no water waste!



ABC's wonderful NEW ABCO-MATIC CLOCK

Starts washing anytime—day or night. Operates on regular or water-saving cycle and at either speed. Simply set it the way you would an alarm clock. A convenience feature your customers can see, can understand, can appreciate!



ABC's amazing CENTRA-FLEX AGITATOR

Creates three washing actions—a gentle-rubbing action, a flexing action, a jet-water action! Also provides unique "Shampoo" washing action. Produces 4 times more water currents at 6 times greater frequency than ordinary washers.

PLUS

2 Washing Speeds • 2 Washing Cycles • 3 Wash Water Temperatures • Dependable Gearless Transmission • Wrinkle-Free Tumble-Aire Drying

-DRYER merry-go-round!

GO GREAT IN '58 WITH

ABC

***the dependable line that's
headed straight ahead for
BIGGER PROFITS***



CUSTOM DELUXE MATCHMATES
Model A-92 Washer • Model DE-92 Dryer

Don't keep going around in circles! Get set now with ABC—the solid line with solid profits. ABC gives it to you straight. No puffed-up features . . . no glorified gimmicks . . . no dictated policies . . . no wild promises! ABC for 1958—again the finest—gives you smartly designed models that are packed with promotional possibilities . . . offers you a sure-selling selection of glamorous decorator colors . . . new exciting demonstration features . . . powerful local advertising support! What's more, ABC backs you with a name that has specialized in the home laundry field for over 49 years. So get off the merry-go-round and get on the band wagon!

**ALTORFER BROS.
COMPANY**
PEORIA, ILLINOIS

A complete home laundry line, including automatic washers, matching gas or electric dryers, wringer washers and ironers at competitive prices with a profit.

Write the factory today or see your nearest ABC distributor for this profit-making opportunity.

sell the line that shows you know... the BIG money is GIFT money

featuring
at new low market-widening prices

At only \$29.95
a miniature (size 3" x 5"
x 1 1/4") radio

Complete with Super Dynamic
Speaker—but pocket or pocket-
book size. Hear all regular
AM broadcast band stations
with its superheterodyne printed circuit...
Your favorite programs go with you in
your pocket—to the beach, to the game,
shopping, fishing, walking the dog or the
baby... there's a feather-light earphone
available too, so that only you can hear.



And at only \$14.95

Your Private Ear, smaller than a
pack of cigarettes—a subminiature
radio for private listening. (Size
2 1/4" x 3" x 1 1/4"). Hear all the regu-
lar AM broadcast stations anytime
without disturbing anyone. Plays only through the
invisible earpiece—no one else can hear. Listen while
others sleep, shop, study, or play. Designed and made
in America—a true radio, not a toy.

PLAYBOY
Esquire
Printers' Ink
Better Homes & Gardens
Fawcett Gift Books
SALESMAN
Premium Buyer Guide

Added attraction
**Regency Transistorized
FM Tele-Viewer**
For only \$19.95 any TV set becomes
a quality FM receiver—no installation.

Regency Division I.D.E.A., Inc.
Indianapolis 26, Indiana

World's only specialist in Transistorized equipment

First in Transistor Radios

8 transistor radios priced from \$14.95 to
\$100.00—the longest line with the most
different promotion

**Exclusive new Regency
Gift Promotion**

- that concentrates on getting you a bigger share
of the Big Gift Money
- that sells where and when customers are in the
big buying mood with ads in the gift issues of
all these gift-proven national publications



GRAND UNION'S new "Grand-Way Saving Centers" will include appliance depart-
ments like this one, marking the entrance of the supermarket chain into the white
goods-television field.

Majors in the Supermarket

Grand Union introduces appliances-TV in two
stores, plans further expansion of these "Grand-Way
Saving Centers" which will compete with discount houses

Appliances have come to the su-
permarket. Mrs. Housewife can
now push her shopping cart loaded
with groceries into an appliance de-
partment, and purchase a new re-
frigerator with as much ease as she
can pick up a bunch of carrots.

The trend has emerged gradu-
ally with housewares first making
appearances on supermarket shelves.
The latest development in the
trend is the placing of majors in
the same supermarkets. Icebreaker
in what may become a national
practice is the Grand Union Co.
The experimental center was a su-
permarket in Keansburg, N. J.; the
next such store in Albany, N. Y.

Grand Union plans to open eight
more of these "Grand-Way Saving
Centers" during the next fifteen
months. These centers are simply
stores in which 10,000 non-food
items are added to existent markets
stocking some 5000 food items. A
special department has been set up
in Grand Union's national head-
quarters at East Paterson, N. J., to
supervise the non-food merchandis-
ing of such centers.

Brand Names. Grand Union is
carrying brand name appliances
(Westinghouse, G-E, Admiral,
etc.) at prices "directly competi-
tive with the discount houses."
The company is definite that the
operation is now beyond a test
phase—that ended with Keansburg.
The centers now being planned are
springboards for extending the op-
eration.

Grand Union officials emphasize
that these Grand-Way Saving Cen-
ters will be operated on the super-
market principle of self-service.
"Our policy," they say, "is to pro-
vide the American housewife with
the best merchandise available at
the low prices made possible by
mass buying and low overhead."

Besides major and portable appli-
ances, Grand Union will sell wear-
ing apparel, home furnishings and
housewares, toys and sporting
goods, outdoor and garden equip-
ment, and many other non-food
items. "In the Grand-Way Saving
Center, the American housewife
will find under one roof virtually
all her daily needs for the home and
family," according to Lansing P.
Shield, Grand Union's president.

The Saving Centers will include
a lay-away plan for the purchase of
household essentials, as well as time
payment credit arrangements for
major appliances.

Miami Electric "Fair"

A utility and a consumer publica-
tion—Miami Power & Light Co.
and The Saturday Evening Post—
are planning an appliance promo-
tion in conjunction with the Miami
Home Show, December 1-8.

This "Influential Electric Serv-
ants Fair" will occupy one-third of
the show space at the Dinner Key
Auditorium. Featured will be a
90-foot Carousel.

"Phony Bargains"

New York's governor calls a conference to discuss what can be done about "bait" advertising; businessmen are wary of state action

"Phony bargain" claims were the subject of a special Governor's Conference in Albany, N. Y., last month. Businessmen went to the state capital to deplore these "phony bargains"—and they were most vociferous about it—but few wanted the state of New York to interfere.

The conference involved misleading advertising terminology and growing consumer distrust of exaggerated price claims. It is the feeling in the governor's office that such "bait" advertising has reached proportions alarming enough for something to be done about it.

But the majority of the two dozen speakers, mostly representatives of private businesses and a few from various organizations such as better business bureaus, expressed their opposition to legislation or state interference. Most called for "self-regulation."

Kenneth B. Willson, president of the national Better Business Bureau, cited the cooperation of appliance manufacturers in heeding an appeal by his organization to eliminate "fictitious" list prices. He indicated that the response from this industry has been substantial.

About a half-dozen speakers, mostly from non-commercial groups such as the New York county district attorney's office, did call for

legislative action, however, and the feeling is that the governor, who was not present at the conference, favors such legislation himself. It was pointed out that previous governor's conferences have dealt with such matters as instalment credit and that recent New York State legislation has dealt with this.

The meeting, which was presided over by Dr. Persia Campbell, consumer counsel to the governor, is one of several such discussions on related subjects held during the past few years. It was attended by about 200 representatives of trade associations, retail, distributing, and manufacturing outlets, chambers of commerce, etc. Many consumer group representatives were in the audience, but the discussion was limited to spokesmen on the sales side of the fence.

Solutions for self-regulation included policing of ad copy by publications, consumer education, and the abolition of "fictitious" list prices by manufacturers.

Among the speakers were John Wood, advertising manager for General Electric Appliances Co., New York City; Mr. Willson of the national Better Business Bureau; and Harry Gerber, president of the American National Retail Jewelers Assn. Several speakers represented the softgoods field.

COLOR TV

The network schedules of color television for the month of November include the following programs:

WEEKDAYS, 1:30-2:30 EST, NBC—The Howard Miller Show; 3-4 EST, NBC—NBC Matinee Theater.

MONDAYS, 7:30-8 EST, NBC—The Price Is Right.

TUESDAYS, 9:30-10 EST, CBS—Red Skelton Show.

WEDNESDAYS, 9-10 EST, NBC—Kraft Television Theatre (except Nov. 27).

THURSDAYS, 7:30-8 EST, NBC—Tic Tac Dough; 10-10:30 EST, NBC—The Lux Show starring Rosemary Clooney (except Nov. 21).

SATURDAYS, 8-9 EST, NBC—The Perry Como Show (except Nov. 16); 10:30-11 EST, NBC—Your Hit Parade (except Nov. 23).

SUNDAYS, 6:30-7 EST, NBC—My Friend Flicka (except Nov. 17); 8-9 EST, NBC—The Steve Allen Show; 9-10 EST, NBC—The Chevy Show (except Nov. 17).

ALSO—

NOV. 12, 8-9 EST, NBC—The Eddie Fisher Show; 8-9 EST, CBS—High Adventure.

NOV. 16, 2:45-Completion, EST, NBC—Notre Dame vs. Oklahoma.

NOV. 17, 5:30-7 EST, NBC—Hallmark Hall of Fame, "On Borrowed Time;" 9-11 EST, NBC—General Motors 50th Anniversary Show.

NOV. 19, 8-9 EST, NBC—The George Gobel Show.

NOV. 26, 7:30-9 EST, NBC—The Pied Piper of Hamelin.

NOV. 27, 8:30-10:30 EST, NBC—"Annie Get Your Gun."

NOV. 30, 1:15-Completion—NBC—Army vs. Navy.

1958 JOHNSTON MOWERS HAVE CONSUMER APPEAL!

Johnston

1958 Rotary Power Mower Line includes deluxe and standard models, hand and self-propelled units. Each mower model has sales features that sell. It's a full profit line!



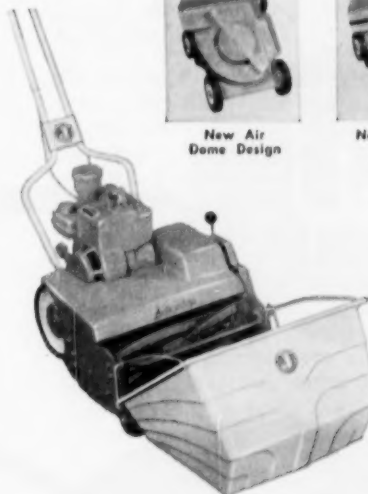
New Air Dome Design



New Jet Flow Discharge

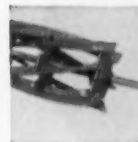


Exclusive Side Trim Feature



Johnston

1958 Reel Type Mowers are built to smoothly cut the finest lawns for years. There's a right Johnston reel mower for deluxe or budget buyers, in standard and trimmer models.



New Johnston Six Blade Reels



Easy Micrometer Adjustment



Positive Dual Clutch Control

1. Johnston has built fine mowers for over 25 years. Johnston mowers are soundly engineered and completely field tested.

2. The nationwide organization of Johnston-Jacobsen mower service stations assures you and your customers efficient, trained service.

3. Strong, consistent, national advertising in leading consumer publications makes Johnston a leading brand name.



JOHNSTON LAWN MOWER CORPORATION
Brookhaven, Mississippi

A subsidiary of the Jacobsen Manufacturing Company

See The Johnston Line Before You Buy!



THE RIGHT TIME THE RIGHT MARKET PLACE

ELECTRICAL MERCHANDISING'S *January Statistical and Marketing Issue . . . sells for you the year 'round!*

Proper timing gives added impetus to your advertising campaign. That's one reason your trade advertising should reach dealers and distributors when they are mapping buying strategy for the coming year. Sales messages delivered at peak product demand time will be read and evaluated by retailers and wholesalers who are ready to order for future selling seasons. Market action — sales — are triggered in favor of the line that's in the product lineup when margin, merchandising, style, features and company policy are being carefully considered.

The outstanding advertising buy in the 1958 Appliance-Radio-TV trade press will be **ELECTRICAL MERCHANDISING'S** January Statistical and Marketing Issue. January **ELECTRICAL MERCHANDISING** — a consistent award winner — represents an unmatched opportunity to reach dealers and distributors at the right time and the right place — the *market place*. Don't rest assured though — check us. You'll see that this issue is much more than a bevy of cold statistics. It's an **ANNUAL REPORT** covering all aspects of Appliance-Radio-TV sales, advertising and marketing. Under one cover are all the facts, figures, and forecasts that have made this issue the annual definitive industry summing-up for many years. Surveys have shown that dealers and distributors retain the January **ELECTRICAL MERCHANDISING** for more than eight months. This repeat reference prolongs the life of your advertisement and means, in fact, continuing readership over a period of many months.

Your advertisement in January **ELECTRICAL MERCHANDISING** buys you these sale-ients:

- Intentional readership by more than 35,000 Appliance-Radio-TV dealers and distributors.
- Top editorial support including depth market studies in all product categories.
- Multiple impressions due to repeat readership and long life of issue.

Our editorial will tell *how* many appliances were sold, *where* and *when* the sales were made. Your ad can tell your trade *why* they should sell *your* line in '58.

January spearheads a parade of 11 other 1958 issues — all full of new editorial techniques and broader coverage. Let our advertising representatives give you more details on the 1958 program.

Electrical Merchandising



A MCGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N. Y.

FOR A brighter



TV picture

Customer confidence in local servicemen is due in large measure to the dependability of the products they use. Tung-Sol maintains quality standards that build up the local serviceman in his community.

TUNG-SOL ELECTRIC INC.
Newark 4, N. J.

Sales Offices: Atlanta, Ga.; Columbus, Ohio; Culver City, Calif.; Dallas, Tex.; Denver, Colo.; Detroit, Mich.; Irvington, N. J.; Melrose Park, Ill.; Newark, N. J.; Seattle, Wash.

Blue Chip Quality
TUNG-SOL®
Magic Mirror Aluminized
PICTURE TUBES

Stereo Records or Tape?

New York's second annual High Fidelity Show pulses with the question as to which has the better future; meanwhile, hi-fi interest continues strong

The second annual High Fidelity Show at the Trade Show Building in New York City, October 8-12, presented the peculiar picture of an industry preparing to merchandise a new product before its predecessor has had chance to get off the ground.

The new product is the stereophonic disk; the "old" one stereophonic tapes. Show talk seemed to center around the former; most show demonstrations included the latter.

To heighten the interest, Westrex Corp. put on a demonstration of its newly-developed stereo disk system for the Audio Engineering Society. The Westrex system uses a single stylus to cut two separate recordings of identical sound quality into a single groove. It was pointed out that the cost of these recordings will be lower than that of current binaural tapes, but will remain higher than that of lp's. Westrex reports that leading disk makers are buying the equipment to make these stereo disks.

Tape made some news of its own during the show. Developments in this field centered around possible "slow" recording at 1½ inches per second and the introduction of tape cartridges. The former would reduce cost by cutting the amount of tape needed for a given recording while the latter would make home use of tape more convenient. Minnesota Mining officials denied a rumor circulating during the show that they planned to introduce a special slow-speed tape. Company officials said their research indicated that excellent fidelity could be achieved at the 1½-ips speed but that a special tape for these speeds was apparently not necessary.

Happy Exhibitors. Although there was, therefore, some confusion as to the future of tapes and disks, components men were nevertheless happy over public reactions to the show.

Some 50,000 New Yorkers thronged the five-day exhibition, viewing the merchandise of about 100 exhibitors. They saw little that was really new. For the consumers in attendance, stereo disks were mostly talk, so they had to content themselves largely with this year's versions of last year's merchandise.



JULIUS GLASER, right, president of Glaser-Steers Corp., Belleville, N. J., demonstrates his company's new G5-77 record changer, which has automatic and manual operation at all four speeds.

Women, however, were apparently pleased with displays such as that of Cabinart, which featured stylized cabinets built to accommodate hi-fi components. These cabinets constitute the component manufacturers' answer to the cabi-netry of packaged sets.

Glaser-Steers Corp. had a favorable reaction to its Model-77 record changer, which has automatic and manual operation at all four speeds with a less-than-five-second cycle change.

The crowds at the all-component show apparently testified to the fact that public enthusiasm for hi-fi and stereophonic sound continues to run high. This popularity was demonstrated, too, by a prediction made by Edwin Cornfield, executive secretary of the Institute of High Fidelity Mfrs., that the end of 1957 will see a components sale of over \$200 million, about a 25 percent increase over last year's \$166 million.

Norge Will Build Washers for Ward

Norge division of Borg-Warner Corp. is manufacturing wringer-washers for Montgomery Ward & Co.

This production "will be added volume and will not disturb existing marketing policies of Norge distributors and dealers who sell wringer-washers," according to Norge president Judson S. Sayre. Sayre contends, on the other hand, that fuller utilization of the Herin, Ill., plant will make possible manufacturing economies.

The wringer-washers are being built to Ward's specifications.

FOR A brighter



profit picture

There's every reason why servicemen feel this way. Tubes they need they can get. Quality is always uniform—always up to set manufacturers' specs. Callbacks are rare. It's more profitable for servicemen to use Tung-Sol Tubes.

TUNG-SOL MAKES:

All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes and Semiconductor Products.

Blue Chip Quality
TUNG-SOL®
RECEIVING TUBES



TWO AT A TIME, Chicagoans passed through the Magnavox space. In couples, they listened to pitches like this one from Dick Gigax (left) and John Rubien (center).



HAPPY RETAILER Lyon-Healy augmented the display staff with experienced hi-fi men like Don Ross of Pilot who is shown here demonstrating his wares to a Chicago couple.

Hi-Fi Is a Family Affair . . .

as couples predominate at the Chicago High Fidelity Show

Exhibitors at the Chicago High Fidelity Show, Sept. 13th-15th assessed the crowd as "the best yet." Quietly moving from noisy display to noisy display, the crowd consisted mainly of youngish couples, often with the kids in tow, or older, better-heeled types. These were the people the exhibitors wanted to see.

Retailers, including Chicago's vociferous parts jobbers, took more space this year than

ever before, with new faces on the scene, and were happy to be there. Lyon-Healy, a top music house, was a newcomer with big space. Ted Schwartz, a South Side hi-fi specialist doubled his space for this year's show. He and other Magnavox dealers divided their time between their own spaces and the Magnavox rooms, where they reportedly were able to close sales with customers from their areas. Westinghouse showed its new

hi-fi line to the public for the first time here, getting a steady stream of visitors.

The question most asked was "How about stereo sound?" One exhibit was an hourly show by the Magnetic Recording Industry Association titled "The Magic of Tape." Every exhibitor with a stereo rig in his line was demonstrating it; every visitor was exposed to strains of the unique up-to-date binaural sound.



VISITING DEALERS M. E. and Jerry Hollander looked over the line at V-M Corp., and sat in on a stereo demonstration. Doing a bit of selling, Jim Fitzsimmons makes a point.



IMPORTERS Grundig-Majestic found their German-made merchandise getting a thorough going-over. This interested lady quizzed Fred Frey for about ten minutes.



Radar BEARCAT

no light. America's newest focusing lantern. Oversize head and large reflector give a long clear beam or wide flood with a twist of the wrist. Retail: \$6.95 complete.



Radar-Lite

At left: 40,000 candlepower sealed-beam headlight and flashing red beacon make this light a must for motorists, sportsmen, homeowners. Retail: \$11.95 complete.

AMERICA'S MOST POPULAR LINE OF PORTABLE LIGHTS

RADAR LIGHTS

BY BURGESS

MAKE LIGHT OF THE DARK



Radar-Flash

Low-cost emergency flasher gives 85 hours of continuous signals visible a mile away. Retail: \$6.49 complete.



Radar-Lamp

Perfect portable light obviates flame type lanterns. Gives a wide bright circle of absolutely safe light. Retail: \$8.95 complete.



New powerful battery (TWI) used on all Radar-Line lights. Leakproof, weather-proof, long-lasting. Retail: \$2.48.

Model TW2 (Brilliant Chrome) (Model TW3) (Lustrous Copper)



The entire Burgess line is backed by intensive national advertising. Contact your Burgess distributor today!

BURGESS BATTERIES
BURGESS BATTERY COMPANY FREEPORT, ILLINOIS

"BRAND NAME RETAILER OF THE YEAR" NAMES 'IRISH' RECORDING TAPE AS TOP PROFIT ITEM



"Here at Gerhards, IRISH recording tape has become one of our top profit items," says Marjorie Gerhard of Gerhards, Incorporated, Glenside, Pennsylvania, a leading retailer of

TV sets, appliances, records and air conditioning systems.

"The strong promotion behind IRISH tape makes it a pre-sold line," Miss Gerhard stated. "Our greatest problem has been trying to keep enough of it in stock. No matter how we set up our inventory, we seem to be constantly running out. We feel that IRISH recording tape is one of the items that helped make us 'Brand Name Retailer of the Year'."

IRISH brand recording tape is manufactured by ORRadio Industries, Inc., Opelika, Alabama, world's largest exclusive magnetic tapes manufacturer.

ONE MAN Safely Delivers 800 LB. LOAD



with **EASLOAD** Appliance Truck!

WHEELS SWING FORWARD FOR LOADING
... BACKWARD TO BALANCE LOAD

Slides Upstairs Downstairs



In and Out of Trucks



YOU INCREASE NET PROFITS by cutting delivery costs with Easload Appliance Trucks. One man easily and safely does the work of two with Easload, the only truck that takes the weight off the man and balances it on retractable wheels.

The welded steel frame has protective rubber pads on the load side and tubular slide runners on the back. Heavy web belt and positive ratchet-type cincher secure appliance on truck. Load balances on large ball-bearing wheels, cushioned on 10 x 2.75 tires. Two small rubber wheels in toe plate aid loading.

ON MONEY-BACK GUARANTEE of satisfaction order Easload today (FOB L.A.) only \$37.50.

Colson Equipment & Supply Co.
1317 Willow Street, Los Angeles 13, Calif.

PROMOTION



DR. S. STEPHEN CHAPMAN, Kentucky State Dept. of Health, explains chart showing advantages of machine-washed dishes to Dr. Carl A. Wilzbach, Cincinnati's Commissioner of Health, and Stanton T. Olinger of Cincinnati Gas & Electric. The doctors were guests at opening ceremonies of CG & E's dishwasher promotion.

Dishwasher Drive

Utilities across the country are staging or have staged promotions to boost dishwasher sales; Con Edison in New York plots the biggest push of all

Americans have been hearing a lot about electric dishwashers in the past few months and they are going to hear a lot more in the months to come. Reason: utility-sponsored, National Electrical Mfrs. Assn.-backed campaigns have either been successfully conducted or are in the process of being conducted in a number of key cities.

The biggest of these promotions is taking place in the New York City area where Consolidated Edison Co. of New York, Inc., recently interviewed over 1500 housewives and discovered that, while only 3.6 percent of the women interviewed had dishwashers, over 40 percent wanted to own one.

A potential of 2.3 million homes with an additional trading area of nearly 6 million people is being exposed to this program. Con Edison will spend \$300,000 to make people realize that the dishwasher is as much of a necessity as a clothes washer or refrigerator.

Eleven dishwasher manufacturers are tying-in with the promotion and have pledged an additional \$105,000 in support of this campaign. Besides Con Edison and the dishwasher manufacturers, leading detergent manufacturers and 251 dishwasher dealers will cooperate. Every possible advertising outlet will be used.

Washington Water Power Co., a non-merchandising light and power company in the Columbia Basin, recently increased dishwasher sales in its one-half-million-meter area by approximately 60 dishwashers a week in a three-month promotion.

Cooperating with the members of Inland Empire Electrical League, consisting of 15 distributors and 450 dealers, Washington Water Power waged one of their most successful dishwasher promotions.

Florida Light & Power has just held its second local-level promotion to raise dishwasher saturation in its area. Thirty-one districts, covering about one-half of Florida and serving approximately half a million farm and residential families, pushed dishwashers. Over 350 dealers cooperated by using specially-prepared dishwasher selling aids prepared by NEMA's household sink units section.

Material featured the theme, "Look Mom, No Hands!" The campaign was supported by extensive advertising promotion.

The utility set a two-month quota of 1000 dishwashers, sold 1502 by the end of the first month.

Cincinnati Gas & Electric Co., pushed dishwashers for the third consecutive year. The coordinated program was sponsored by the

utility in cooperation with the Cincinnati Post.

Other such promotions included Central Illinois Public Service, which reported a 32 percent gain in sales during the first seven

months of the year: Pennsylvania Electric, which registered a 46 percent gain during the first seven months; and Metropolitan Edison (Reading, Pa.), which tallied a 55 percent gain for the same period.

EEI's 1958 Calendar . . .

. . . includes first-time promotions for washers and dryers, combination freezer-refrigerators, and electric dishwashers. Kits are in the making

Edison Electric Institute has wrapped up its plans for 1958. The institute's cooperating utilities will be involved in monthly and seasonal campaigns that will be tied in with Live Better Electrically, Housepower, National Electrical Week, and manufacturer promotions.

For the first time, EEI's program includes campaigns for washers and dryers, combination freezer-refrigerators, and electric dishwashers.

EEI spokesmen say that committees are working to make 1958 promotional kits the best ever. They will include mobiles and new display ideas.

All segments of the electrical industry are urged to plan their 1958 promotions in conformity with EEI's calendar.

Items to be promoted and their themes include:

Electric Laundry (January, February, and March)—"Go All Electric in Your Automatic Home Laundry."

National Electrical Week (February 9-15)—"It's National Electrical Week. Live Better . . . Electrically."

Electric Ranges (March, April, May)—"Time to Change to an Electric Range."

Water Heaters (March, April, May)—"Be Safe—Be Sure, Get an Electric Water Heater."

Electric Dishwashers (Year-around with emphasis in April, May)—"Now . . . Never Hand Wash Another Dish . . . Ever. Do it Automatically with an Electric Dishwasher."

Electric Housewares (May, June)—"Springtime Giving for Electric Living."

Food Freezers, Refrigerator-Freezers (May, June, July, August)—"A Food Freezer or Refrigerator-Freezer . . . Frees Her."

Air Conditioners, Dehumidifiers (May, June, July, August).

Electric Laundry (August, September, October)—"Go All Electric in Your Automatic Home Laundry."

New and Model Homes (Year-around)—"Live Better . . . Electrically . . . with Full Housepower."

Electric Ranges (September, October, November)—"Key Your

Kitchen to Modern Living—With an Electric Range."

Electric Housewares (November, December)—"Electrical Gifts Keep on Giving."

Housepower (Emphasis in February, March, April, September, October, November)—"Win With Full Housepower" and "Live Better Electrically With Full Housepower."

Residential Lighting (Year-around)—"Light for Living."

EEI has already sent to utilities its Christmas gift kit boosting the sale of small appliances (for 1957).

Salesman Contest To Close November 30

The fourth annual "Creative Retail Salesman of the Year" contest is underway. Sponsored jointly by the National Appliance & Radio-TV Dealers Assn. and Ladies' Home Journal, the contest offers cash awards totaling \$1000 for appliance, radio-TV salesmen who submit the best selling ideas used in 1957.

Entrants must use official entry blanks to answer this question: "What particular selling idea did you use during 1957 that successfully contributed to your making sales?"

The grand prize of \$500 and a silver plaque will be presented to the winner at the annual NARDA convention in January. The winner will have all his expenses paid to Chicago.

Additional prizes of \$125 and a bronze plaque will go to winners in the categories of "Complete Kitchens," "Major Appliances," "Radio-TV," and "Electric Housewares." The next 100 winners will receive certificates of merit.

Entry forms are available through appliance distributors, from the Ladies' Home Journal, and from NARDA. Closing date is November 30. Ladies' Home Journal is located at Independence Square, Philadelphia 5, Pa. NARDA is at Merchandise Mart, Chicago 54, Ill.



TALKING OVER Operation Snowflake" at Philadelphia presentation are, clockwise from empty seat, Robert Hitchings, business manager, Associated Philadelphia Business Newspapers; John A. Morrison, managing director, Electrical Assn. of Philadelphia; Sheldon F. Myers, promotion manager, Westinghouse Appliance Sales, Philadelphia; Ernest R. Laws, advertising manager, Philadelphia Electric Co.; Charles Stahl, commercial manager, Radio Station WJMJ, Philadelphia; and L. M. Maxwell and George S. Carr, agency representatives for WKDN, Camden.

"Snowflake" Blankets 9 Cities

Sales promotion outfit gives U. S. Steel presentation to distributors, media-men, banking and utility representatives to stimulate local participation

U. S. Steel's "Operation Snowflake" received a concentrated promotional push in September with meetings in nine cities to spark interest in the idea of giving appliances and other items made with steel as Christmas gifts. The series was sort of a "test run" to determine the effectiveness of such action.

U. S. Steel retained the Brown & Bigelow Agency to stage the meetings. In each city, representatives of major appliance distributors, consumer media, lending institutions, and public utilities were invited. Brown & Bigelow, an organization which specializes in sales promotion at the distributor level, put on a 50-minute slide presentation, followed by discussion and

a get-together over refreshments.

The presentation explained "Operation Snowflake," with a translation of the national promotion into terms and benefits understandable on a local level. The presentation illustrated the advantages of participation by distributors, newspapers, radio stations, television stations, display media, public utilities, banks, and consumer credit companies. Case histories showed the advantages of participation that accrued to each of these groups in the 1956 campaign.

The nine cities in which the presentations were given were: Minneapolis, Detroit, Denver, Syracuse, St. Louis, Philadelphia, Birmingham, Cincinnati, and Jacksonville, Florida.

More Flexible Kitchens

McCall's-sponsored "Congress on Better Living" hears 100 representative housewives who want more storage space and electrical outlets, more flexibility

Market research had a field day in Washington last month, when 100 housewives from all over the nation gathered for a three-day "Congress on Better Living." The meeting, sponsored this year by McCall's magazine, succeeded a similar conference on housing sponsored last year by the government's Housing and Home Finance Agency.

Last year's session concentrated on housing design, but the 1957 congress developed much grist for the appliance and housewares industries' mill. The sampling was small, but representative (delegates were chosen from winners in McCall's contest to select typical U. S. homemakers).

Generally, the delegates came from upper-middle income homes

Majestic CHAR-GRILL

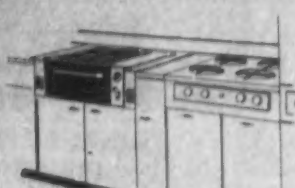
Your CUE for
Profitable Tie-in SALES



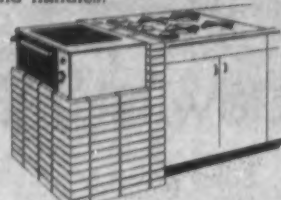
- Fits wood, metal or masonry base
- Stainless steel top, chrome grill
- Front crank adjusts height of fire
- Motorized spit accessory available
- Striking gold and velvet-black front
- Heavy asbestos millboard insulation

As more and more of your customers go for custom kitchens, you will find it easy to tie in sales of this perfect "go-with" barbecue unit. Built for

easy installation in kitchen, recreation room or other family entertainment center. Ideal as a portable too, with accessory legs and handles.



DELUXE CHAR-GRILL for recessed installation in wood, metal or masonry. Sides and back of black enameled steel.



IMPERIAL CHAR-GRILL for exposed installation or portable use. Sides and back of gleaming stainless steel.

See your distributor or write today for full details.

The **Majestic** Co., Inc.
473-C Erie St., Huntington, Ind.



Make friends with your customers

Webb Manufacturing Co.
1918A N. 4th St., Phila. 33, Pa.

Send price of Slingabout or Wrapabout for Model # _____ Make _____

- ☐ Refrigerator ☐ Freezer ☐ Dryer
☐ Range ☐ Washer (specify) _____

NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

You sell the appliance on your showroom floor, but when you deliver it, you sell yourself. So if you want your customers to remember you with pleasure, do a professional job on every delivery. Protect appliances such as ranges and refrigerators with Webb Slingabouts.® They guard the appliance against bumps and scratches, spare customers' paint and woodwork. Webbing handholds help men maneuver appliances smoothly into place. For further information about Slingabouts (water-repellent canvas jackets lined with soft flannel), fill in the coupon opposite.



SLINGABOUTS
For Radio, TV, Air Conditioners,
ask about Wrapabouts®

—the \$5000-\$8000 and \$8000-\$10,000 brackets, with a third of them owning two cars. In questionnaires and seminar-type panel discussions, the women presented this picture of what they want in the way of kitchen and electrical appliances:

Most of them spend between three and six-and-a-half hours a day in a kitchen that doesn't have enough counter or storage space. Two-thirds use the basement or utility room for washing, but would like the kitchen to be more of a utility room.

They prefer electric ranges three-to-one over gas, but only 60 percent have them. The mixer and toaster are their most common electric housewares, found in over 90 percent of their homes. More than half have coffeemakers and electric grills. Ninety-three percent

have washers, 52 percent have dryers, but only 3 per cent have combination washers and dryers.

Generally, the women said they want more flexibility in the kitchen, so that the room can be used for dining, working, hobbing, and entertaining. Many asked for appliances which are easier to clean—without too much chrome.

They want more electrical outlets, set six feet apart in each room. The majority said they are tired of table and floor lamps which "clutter up the room." Rather, they prefer overhead and built-in lighting, including indirect systems.

Over-all, they want their husbands to spend more money on fixing up the house as opposed, for example, to spending it on bigger and better cars.

NEW Plans Grow

National Electrical Week will coincide with Edison's birthday. Fifty national advertisers have already pledged support with TV, Radio, magazine ads

Final plans for 1958's National Electrical Week have been formulated. The observance, slated for February 9-15, is planned to coincide with the birthdate of Thomas A. Edison.

According to NEW chairman Merrill E. Skinner, the annual dates of the week are always selected to include the February 11 birthday of Edison because "not only does this highlight the contributions to mankind of Edison and other electrical pioneers of his era, but it also means that the timing of the observance stimulates a fast, early start every year for our various industry-wide programs."

The National Electrical Week committee is now distributing its 1958 Planning Guide and Kit of Materials. Approximately 4500 of these will be sent to selected outlets.

Extra copies of the guide and kit may be obtained at \$1.00 each from NEW headquarters, 290 Madison Avenue, New York 17, N. Y.

Skinner reports that 50 national advertisers—individual companies, as well as Housepower and Live Better Electrically—have indicated their intention of participating in the National Electrical Week with special messages on network television and radio and with national magazine advertising.

The committee expects more than 250 community NEW com-

mittees to be formed during the coming months to carry out local programs. One of the features of many of the local observances will be Science Youth Day programs. This activity, under the auspices of the Thomas Alva Edison Foundation and the International Edison Birthday Celebration committee, is carried on annually on February 11 to encourage greater interest on the part of youth in scientific and technical careers.

Promotion Briefs

• Remington Rand is marking its 20 millionth shaver and 20 years of manufacturing with its current "Share of America" contest. Prizes will be awarded in common stocks with the first prize being equivalent to the value of a share of every common stock on the New York Stock Exchange. Wholesalers and retailers are eligible for a "Salesman's Stock Spectacular," a \$25,000 trade contest with 207 prizes in stocks.

• Frigidaire division of General Motors is sponsoring the Patrice Munsel show over the ABC television network.

• Westinghouse Corp. has scheduled a record advertising campaign to introduce its 1958 line of television receivers.

THE LEAGUES LOOK FOR ANSWERS



EXPLAINING HOW LEAGUES can help retailers, panel member Mort Farr, left, answers questions from A. L. Maillard, center, of Indianapolis, and A. H. Kessler of Minneapolis.

During their annual convention, league officials examine

what has happened to appliance retailing and study promotional activities to fit the new pattern

THE emphasis was on the future as members of the International Association of Electrical Leagues gathered in Cincinnati last month for their twenty-second annual conference.

While a good part of the program was devoted to industry promotional plans scheduled for the near future, a number of speakers attempted to assess the long-range developments ahead for the electrical industry and to fit league activities into the changing retailing picture.

First speaker to offer a forecast was Westinghouse's Thomas B. Kalbfus who predicted substantial sales gains for the home entertainment industry in the next 10 years. He was followed by Frigidaire's Joe Rushton who offered a sobering outline of the changes which have been taking place in the merchandising of white goods. R. N. Coffin of RCA offered a series of forecasts covering "The Long Look Ahead in Electronics."

Rushton warned the league members that

there was a definite trend to fewer dealers, each doing a larger volume of business. He said that the number of appliance retailers had fallen from 90,000 in 1949 to 60,000 last year. One major appliance firm finds that 15 percent of its dealers are producing 60 percent of sales; at the other end of the scale 68 percent of the smaller dealers produce only 20 percent of sales. In between, the remaining 17 percent of dealers do 20 percent of the business.

At the same time, Rushton added, there has been a drastic change in consumer buying habits and in the role performed by the dealers. He said the pre-selling burden was falling more and more on the manufacturer and that the dealer's role had become one of "advising" the consumer on size, style and color rather than "selling" the customer on the basic product. Pointing out that today's customer is constantly on the move, Rushton said that their surveys showed that of those persons buying a second Frigidaire

product, only 25 percent purchased the two products from the same dealer. He concluded that the dealer today could not rely on an established clientele but must concentrate on traffic-building activities which would give him an opportunity to sell more and more individuals.

Kalbfus told the convention that home radio unit sales would jump from 8.5 million this year to 11 million in 10 years time. He said TV would climb from about 6.8 million to between nine and ten million units annually within 10 years. For hi-fi, he predicted an annual volume of at least a billion dollars by 1958 or 1959.

Each member of a three-man panel on "Revolutionary Trends in Appliance Merchandising" agreed that really revolutionary developments had taken place. Ted Weber, Jr., associate editor, *ELECTRICAL MERCHANDISING*, warned the group, however, that it was easy to fall into the habit of condemning the changes which have taken place



NEW PRODUCT in form of stereo tape gets careful audition from Clark Chamberlain, left, of San Diego, and General Electric's George Bogard.



NEW PLANS by Live Better Electrically manager Bob Boian, left, get thoughtful hearing from R. J. Miller of Cleveland.



NEW SLANT on mutual problem is offered by Cincinnati's E. J. McGinnis, left, as R. J. Harrison of Omaha listens intently.

Your Housewares Business Begins Here!

28th NHMA National Housewares Exhibit

January 16-23, 1958

NAVY PIER *plus* DRILL HALL

CHICAGO

*Industry Sponsored by the NHMA
for the Nation's Housewares Manufacturers and Buyers*

**National Housewares
Manufacturers Association**

(Incorporated not-for-profit)

1140 MERCHANDISE MART, CHICAGO 54, ILL.

in merchandising. In a few years, Weber said, marketing experts may well conclude that what is happening now is "a streamlining of retailing's functions rather than a destruction of them."

Other panelists included Mort Farr, chairman of the board of NARDA, and James Cassidy, formerly editor of *Electrical Dealer*. Cassidy used General Electric's introduction of the \$50 vacuum cleaner as an example of the far-flung implications a marketing change can bring. He urged league members to help dealers understand what is happening to retail-

ing. Farr also dwelt at length on the help a league could furnish dealers. In his discussion of changes at the retailing level he said that the independent dealer seemed to be holding his own against discounters and warehouse outlets.

Other speakers included General Electric's John Miller who reviewed the advantages and disadvantages of central service, Philip Goodenough of *Better Homes and Gardens* and James Coatsworth of EEL. League members and heads on industry-wide promotional activities also appeared on the three-day program.



RETIRING PRESIDENT Don Rosenthal of St. Louis, left, and J. Reed Hartman, vice-president of Cincinnati Gas and Electric listen to convention speaker.

A Consumer Program

Newly-formed Home Improvement Council takes up where *ohi* left off; plans call for a \$125,000-contest to spark homeowners to improvement action

The Home Improvement Council has come into being and launched ambitious plans for 1958. An outgrowth of Operation Home Improvement, HIC contends that its chances of workability are more promising because it has been organized as a permanent operation.

HIC executive director Don Moore recently outlined his program to a group of editors in New York City. Featured at this meeting was a preview by Council chairman Fred C. Hecht, who is general merchandise and retail sales manager of Sears, Roebuck & Co., of the presentation now being shown to manufacturers.

It was emphasized that the Council has been organized on a permanent basis so that tie-in efforts can be given long-range planning. The consumer-directed program is designed to spark home improvement action.

Included in HIC plans is a \$125,000-contest for homeowners in which entrants will write a 25-word description of their "number-one" home improvement and fill

out a checklist on the conditions in their homes. A second phase of this contest in the latter half of the year will involve homeowners undertaking specific improvements. To spark the six-month first phase, *Better Homes and Gardens*, *Successful Farming*, and *Kitchen Ideas* will carry a 16-page contest entry blank in their combined January runs totaling nearly six million copies.

The Council plans to function during its first year on a \$2-million budget, most of which will be allocated to promotion and advertising.

The Council's board of directors will include 100 members, 25 of whom will be manufacturers, 45 of whom will represent trade associations, and 30 of whom will be regional directors.

A new seal has been adopted to replace the *ohi* symbol.

Manufacturers supporting HIC will be assessed .01 of 1 percent of gross annual sales in home improvement projects (\$100 per \$1,000,000). Distributors will be assessed a flat sum of \$50.

Successful trainer of appliance servicemen, Ted C. Leisenring, Denver vocational education expert, details the Denver system to AHLMA members as . . .

AHLMA TRIES TO CURE A SERVICE HEADACHE



At the Fifth Annual Industry-Wide Parts and Service Conference, held by the American Home Laundry Manufacturers' Association Sept. 26 in Chicago, the home laundry industry faced up to the fact that laundry units provide more service problems than other appliances. Laying the blame at the door of increased complexity and housewife mismanagement doesn't help the problem, they agreed.

The meeting was an "exploratory" discussion. Primarily, the group considered two factors, serviceman training and public relations. They heard Ted C. Leisenring, coordinator for the trade and industrial departments of the Denver Public Schools, describe the Denver system for providing vocational education, in both day and night classes. In

Denver, the motivating force is a strong group of interested parties who form an advisory committee. Such a group is formed to back up the schools in providing training in any field.

Reinforcing the value of the Denver system, S. Robert Payne of Maytag described some of the unhappy experiences of those AHLMA members who tried to get such programs started and failed over the past year. The fault, Payne felt, was the lack of original participation from local groups.

Of the 89 in attendance at the meeting, coming from all levels of the industry, including representatives of the National Appliance-Radio-TV Dealers' Association and the Appliance Parts Jobbers Association, there were eight educators, indicating interest from

both private and public schools.

In discussing public relations, the group heard from Margaret Davidson, homemaking editor, *Ladies Home Journal*; Laurence Wray, editor, *ELECTRICAL MERCHANDISING*; John H. Miller, product service manager, General Electric Co.; and C. E. Ruelle, product service manager, Hamilton Mfg. Co.

Nothing will come directly out of this meeting, AHLMA people underline. At AHLMA's top level, however, service committee members are certain that an AHLMA program designed to help the situation will be presented to the whole group at its meeting in Washington in November. According to committee members, it is entirely possible that other industry groups will be cooperating with AHLMA in any program they develop.



SPEAKING FOR DEALERS, Laurence Wray, editor, *Electrical Merchandising*, laid the stern facts of dealer costs and dealer profits before the group.



INTERESTED PARTIES, like the National Appliance & Radio-TV Dealers Assn., attended the meeting. Here Ken Stults, right, chairman of NARDA's service committee; buttonholes S. Robert Payne of Maytag after the meeting.

NOW . . . you can really sell HI-FI

WITH THIS ONE SIMPLE INSTALLATION!



THE Grommes
NEW LIVE HI-FI
DEMONSTRATION MERCHANDISER

Displays, Demonstrates and Sells Hi-Fi Components with a minimum of sales effort—even with untrained personnel!

NOW . . .

- capture your share of the booming Hi-Fi market with Live Merchandising—the most convincing selling method known!
- increase store traffic and overall sales with the Grommes Live Hi-Fi Merchandiser. Requires only a small amount of floor space.
- any clerk can give good comparative demonstrations—instantly—with the exclusive Master Control Panel.
- sell the line that's pre-SOLD! Grommes—nationally advertised, widely accepted as the Best Buy in Hi-Fi.

This revolutionary new idea in Hi-Fi component merchandising features . . .

THE BEST BUY IN HI-FI . . . Grommes

Grommes High Fidelity Amplifiers, Preamplifiers, AM-FM Tuners and Grommes Little Genie Hi-Fi Kits are famous for performance, flexibility, distinctive styling and quality craftsmanship. The Grommes line offers a selection for everybody—from budget priced units to the finest deluxe components.

Go after the profits that pass you by . . . Write

Grommes—DIVISION OF PRECISION ELECTRONICS, INC.

Dept. EM-11, 9101 King Street, Franklin Park, Illinois

Send

My principal business is

complete

Company

details

Street

City

State

My name

Title



BAHAMA CONTEST WINNERS from Florida-Georgia area spent much time taking advantage of twice-daily fishing trips leaving from Nassau's Emerald Beach and British Colonial Hotels. Group formed small portion of 6,500 Fedders dealers and distributors expected to visit Bahamas through November.

Fedders Holiday



WEEKLY TREASURE HUNTS spurred Fedders' Bahama guests to feverish activity. B. T. Nightingale, of Savannah's Rex Distributors searches for clues as wife and co-searcher look on.

. North and South



PLEADING WITH laughing dealers to "put the bulb in" the 1958 Fedders animated point-of-sale display to get results, Stan Fried, advertising manager of L & P Electric, New York Fedders distributor, outlines next year's ad program, including tie-in with early-bird, two-page spread in December's Reader's Digest. Occasion was informal showing of Fedders' new AC line at Concord Hotel, Kiamesha Lake, N. Y.

DORIS QUACKENBUSH, Lever Brothers home economist, loads RCA-Whirlpool combination unit during "HUM" demonstration that helped spark the sale of 40 majors as a result of a three-day promotion.



A department store,
a distributor, and a
utility use soap to . . .

Clean Up on Laundry Sales

A CONSERVATIVE New England department store, a new detergent, a distributor, and cooperation from the local utility were the four factors brought together in Springfield, Mass., recently for a three-day promotion of RCA-Whirlpool appliances. Immediate results: more than 40 majors sold on the spot. Long-term results: increased sales activity throughout the entire western Massachusetts, Vermont area.

The promotion—entitled "A Century of Progress in Home Laundry"—took place in Springfield's dignified Forbes & Wallace Co. department store. It was heralded by pitches on two television shows, by radio spots, and newspaper advertising.

Theme of the promotion was provided by Lever Brothers, who cooperated in it to help introduce their new liquid detergent, "HUM," which is being test-marketed in

New England. Lever Brothers provided an exhibit of wooden models of antique laundry equipment dating back more than eighty years. For Lever Bros., this was the first of a series of such promotions with distributors in towns such as Springfield, Bridgeport, New Haven, Hartford and Waterbury.

RCA-Whirlpool backed its distributor, The Burden-Bryant Co., by supplying the company's home service director, Marcia Mead, and Mary Catherin McGrady, regional home economist. Assisting, too, were Lever Brothers' home service director Doris Quackenbush and Ruth Sweeney, home service director for Western Mass. Electric Co., the cooperating utility. Western Mass. was plugging **Live Better Electrically**.

Nine presentations were given by Misses Mead and Quackenbush in the Forbes & Wallace auditorium, complete with a demon-

stration of an RCA-Whirlpool washer-dryer combination and a film on the company's "Miracle Kitchen." The walls of the auditorium were lined with RCA-Whirlpool major appliances. The Lever Brothers collection of replicas was also on hand.

After each presentation, women in attendance were given organdy aprons by Forbes & Wallace and a can of "HUM." The give-aways, however, were not announced in the advertising.

Of over 300 women in attendance, more than one in eight bought a major appliance. At some showings, sales went as high as 20 percent of attendance. The units were sold at substantially reduced prices and with each laundry unit went a six-month supply of "HUM."

Advertising costs slightly in excess of \$2800 were shared by participants.



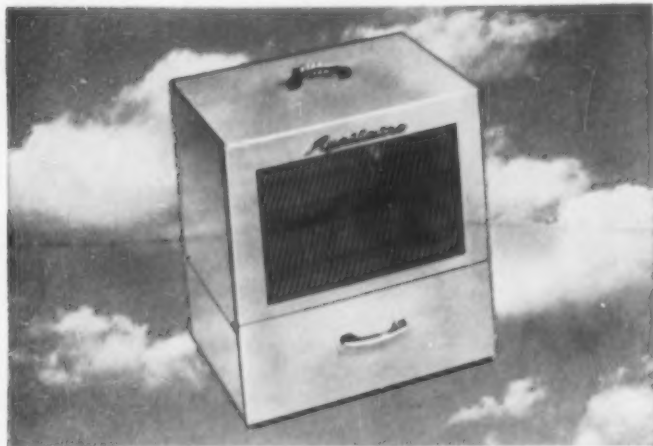
PROMOTION DETAILS are studied by, left to right, Sol Freeman of Burden-Bryant, the distributor; Leon H. Beach of Western Mass. Electric, the utility; Robert Toomey of Forbes & Wallace, the department store; and Hal Andres of Lever Brothers, the detergent manufacturer.



LEVER BROTHERS' models of antique laundry equipment helped establish the theme of the meeting, were a potent drawing force for shoppers. The collection, illustrating equipment used for the last hundred years, is studied by Western Mass. Electric home economist Barbara Healy.

NOW!—SELL HUMIDITY

For Health and Comfort



Aprilaire.

PORTABLE HUMIDIFIER

Here's a great profit opportunity! Sell the Aprilaire Portable Humidifier—and you sell proper relative humidity—with a vast market of customers searching for relief from the discomfort and damaging, unhealthy effects of too-dry winter heating. High capacity (up to 4.3 lbs. of water per hour)... push-button control... a heater and fan, too. An extra sales feature—removal of 70% of the bacteria in the air stream circulating through the Aprilaire. Write for the profit story.

Products of
Research



RESEARCH PRODUCTS Corporation
Dept. 99, Madison 10, Wisconsin

the **NEW**

YEATS "Shorty" STATION WAGON & PANEL PICK-UP appliance dolly



YEATS Model No. 5
Aluminum alloy
Height 47"
Weight 32 lbs.



Only 47" tall, this new YEATS dolly is designed for TV and appliance men who make deliveries by station wagon or panel truck. No need to detach appliance for loading into the "wagon" or pick-up... the YEATS "Shorty" will slide into your vehicle with ease. Has aluminum alloy frame with padded felt front, quick fastening (30 second) strap ratchet, and endless, rubber belt step glide. New YEATS folding platform attachment, at left, saves back-breaking work handling TV chassis or table models. Call your YEATS dealer today!



Folding platform is 13 1/2" x 24 1/2"—attaches instantly. (Platform only) \$9.95.

YEATS "Everlast" COVERS & PADS

YEATS semi-fitted covers are made of tough water repellent fabric with adjustable web straps and soft, scratchless white flannel liners. All shapes and sizes—Write,

Range
Cover



Refrigerator Cover

SEND postcard for full information on our complete line TODAY!

YEATS appliance dolly

sales company

2127 N. 12th STREET MILWAUKEE 5, WISCONSIN

MARKETING

A Contest and a Booklet...

... are the focal points of the 1958 Housepower promotion slated to begin during National Electrical Week; Adequate Wiring Bureau lends support

A \$100,000-contest and a 20-page, two-color consumer booklet will be the focal points of the 1958 Housepower promotion, according to E. O. George, chairman of the Wiring Promotion committee of Edison Electric Institute. George, who is also vice president of the Detroit Edison Co., outlined the program's two major promotions at a recent press conference.

Long-term goal, he said, is the modernization of wiring in an estimated 20 million American homes.

The first Housepower effort in 1958 will consist of a \$100,000-contest which will start during National Electrical Week (February 9-15). Theme will be "Write a Caption for this Cartoon." The cartoon will show a low Housepower situation. The contest will be supported by ads in major consumer publications.

The consumer booklet, "How to Plan for Better Living With Housepower," is scheduled for the fall. It will be offered free to readers through ads in national magazines. Electrical contractors, dealers, and utilities will be furnished advertising display kits to enable them to tie in store advertising and displays with the Housepower program.

George contends that "documented research shows that 40 percent of American homeowners know what Housepower is and can

correctly identify its meaning with adequate wiring."

He also cited a survey of electrical manufacturers demonstrating that the Housepower program has had tangible effects in lifting the sales of their products.

Wiring Bureau. Carl T. Bremicker, chairman of the National Wiring Bureau and vice president in charge of sales for the Northern States Power Co., emphasized that, during 1958, the Bureau will place its weight behind Housepower. Built around the theme, "Housepower is Salespower," the Bureau's 1958 program is designed to help electrical contractors, utility companies, and home builders translate consumer demands for Housepower into sales.

Nucleus of the Bureau's program will be a complete set of Housepower promotional tools and a campaign manual.

A new bargain package of Housepower advertising and direct mail materials, designed especially for use by electrical contractors, also will be available.

In the new home wiring field, the Bureau will continue to encourage the establishment of local wiring certification Bureaus. At present there are 125 of these, representing approximately 50 percent of all residential meters in the U. S.

At VCMA Meet



THE EXECUTIVE COMMITTEE of the Vacuum Cleaner Mfrs. Assn. are shown at their annual meeting at Hot Springs, Va., recently. In the front row are O. M. Mansager, center, president of VCMA and executive vice president of Hoover; at his right Lannon F. Mead, president of the Regina Corp.; and at his left C. G. Frantz, secretary-treasurer of VCMA. In the back row are, left to right, E. F. Mulhern, Birtman division, Whirlpool Corp.; John A. Kemper, vice president, Scott & Fetzer; R. A. Orr, manager of G-E's vacuum cleaner division; and P. R. Boggs, Electrolux.

Snail's Pace



This is how *Time* magazine sees the service problem.

And eventual factory servicing for all major appliances and television sets is the solution seen by *Time* for today's big service headache. In a 4½-page article in its October 14 issue, *Time* handles the problem from the standpoints of the consumer, the serviceman, and the manufacturer.

Time points out that many appliances are becoming so complicated to service and experienced servicemen in such increasingly short supply that there appears little alternative to eventually just unscrewing the motors of these units and returning them to the factory where specialists can work on them.

The magazine claims in the article that poor service is a principle deterrent to manufacturers' sales. A dissatisfied customer, it is argued, is likely to buy elsewhere the next time.

The article is complete with five cartoons and a special *Time* cover.

The Basic 10

Water heater study group sifts 200 combinations of tank sizes and wattages, comes up with 10 models that it believes will satisfy 75 percent of needs

Relief may be in sight for harassed manufacturers of electric water heaters.

A major step toward standardization of electric water heaters has been taken as a result of the findings of a special study group of electric utilities and water heater manufacturers. The group submitted a list of ten electric water heater models and heating element wattages, combinations believed to meet the need of 75 percent of the industry.

The group selected the proposed series of models from the more than 200 combinations of tank sizes and wattages of electric water heaters now needed to meet power supplier requirements.

If adopted by individual power

suppliers, the new sizes should help solve production and distribution problems surrounding the manufacture of this appliance.

Sizes, Wattages. The ten models included in the group's recommendation embrace four tank sizes, six combinations of upper and lower heating element wattages, and four styles as shown in the accompanying table.

These recommendations have been referred to members of the electric water heater section of the National Electrical Mfrs. Assn., to electric utilities, and other interested groups for consideration and action.

This proposed list of electric water heater models is the first of a

three-point program initiated by the group which is under the leadership of Paul D. Brooks, vice president of the American Gas & Electric Service Corp. A sub-committee to conduct the studies was headed by E. O. George, vice-president of Detroit Edison Co.

Other points in the program will be a study of electrical wiring and plumbing specifications which contribute to the manufacturers' problem and a study of the different electric rates applying to water heater service throughout the country.

Acknowledging that electric rates are really a matter to be studied by each individual utility, Chairman

Brooks pointed out, however, that the study group will do whatever it can with respect to that problem.

Plans also call for the group to undertake a survey to determine the pattern of hot water use throughout the country.

Recommended List of Electric Water Heater Models

Tank Size Gallons	Model	Lower Element Watts	Upper Element Watts
30	Round NEMA	600	1000
40	Round	4500	4500
40	Table Top	4500	4500
40	Shell-Less	4500	4500
50	Round NEMA	1000	1500
50	Round	2000	4500
50	Table Top NEMA	1000	1500
50	Table Top	2000	4500
80	Round NEMA	1500	2500
80	Round	3000	4500

Portable With a Heat Pump

Carrier brings the air conditioning industry a step closer to all-year sales by introducing a many-purpose portable that cools, heats, dehumidifies

Carrier Corp. speeded the march toward portability in air conditioners when it introduced its 1958 units recently. Nor did it overlook all-year sales.

Featured product for 1958 is a light-weight portable which heats as well as cools and can serve as a dehumidifier as well. With a weight less than 60 pounds, the unit can be carried from room-to-room.

This unit is the first multi-purpose portable ever produced, according to Russell H. Gray, Carrier vice president.

When mounted in the window as a conventional room air conditioner, it cools and dehumidifies, filters and circulates the air. When reversed, it becomes a heat pump to warm the room air. The unit is equipped with identical grilles on either side. About the size of an overnight bag, it can also be used to eliminate dampness.

This advance in portability as well as the new step in the use of units that will both heat and cool puts dealers that much closer to year-around sales in air conditioners.

Carrier introduced the unit to more than 200 representatives of leading appliance and department stores and some 75 distributors. At the meeting, Cloud Wampler, Carrier's chairman of the board, predicted that his company would continue to expand its share of the retail market, which he estimated at 1.75 million units for the industry in 1958.

Stimulant. Carrier looks on the new portable as "a real stimulant." Wampler says that "it will open many homes to the first sale and its versatility will also attract second unit purchasers."

In addition to the portable, Car-



CARRIER'S NEW PORTABLE air conditioner was the star of the company's 1958 product introductions. Shown with it are, left to right, M. L. Holekamp of M. L. Holekamp Co., St. Louis; Cloud Wampler, chairman of Carrier's board; and Stanley Lersch of Tri-Par Radio, Chicago.

rier's 1958 line includes slim-silhouette models designed to occupy a minimum of window space, a one-horsepower unit which operates on low electrical requirements, a one-horsepower heat pump and a two-horsepower window air conditioner capable of cooling two or more rooms.

Also in the 1958 Carrier line is a Console Weathermaker which can be used in the home or office.

Manufacturer Briefs

• **Eureka Williams Corp.** has established new factory branches at Columbus, Ohio, and Atlanta, Ga.

• **Gibson Refrigerator Co.**, a division of Hupp Corp., is installing new straight-line production facilities for the assembly of electric ranges in Greenville, Mich.

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Note: All power supply and cord set manufacturers have access to the label and can furnish Flag-labelled Cords.

*Blue FLAG LABEL for cord sets.
*Green FLAG LABEL for power supply cords attached directly to a lamp or appliance.



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Manufacturer Shipment Statistics

ESTIMATED INDUSTRY SHIPMENTS OF MAJOR ELECTRICAL APPLIANCES, RADIO AND TELEVISION

		1957 (Units)	1956 (Units)	% Change
DISHWASHERS	Aug.	36,700	20,400	+79.9
	8 Mos.	255,400	280,500	- 8.9
DRYERS, Electric	Aug.	77,304	101,166	-23.6
	8 Mos.	451,352	639,123	-29.4
Gas	Aug.	39,297	43,371	- 9.4
	8 Mos.	199,271	229,452	-13.2
FOOD WASTE DISPOSERS	Aug.	47,300	39,400	+20.1
	8 Mos.	343,600	409,100	-16.0
FREEZERS	Aug.	86,000	93,800	- 8.3
	8 Mos.	666,300	716,900	- 7.1
IRONERS	Aug.	3,475	4,857	-28.5
	8 Mos.	26,292	35,297	-25.5
TELEVISION (Production)	Aug.	673,734	612,927	+ 9.9
	8 Mos.	3,756,533	4,365,060	-13.9
RADIOS, Home-Portable-Clock (Production)	Aug.	666,753	792,758	-15.9
	8 Mos.	5,372,680	5,506,404	- 2.4
RADIOS, Automobile (Production)	Aug.	301,971	198,087	+52.4
	8 Mos.	3,392,926	2,710,303	+25.2
RANGES, Standard	Aug.	58,500	70,300	-16.8
	8 Mos.	615,700	846,000	-27.2
RANGES, Built-In	Aug.	27,300	27,200	+ .4
	8 Mos.	273,500	256,800	+ 6.5
REFRIGERATORS	Aug.	240,500	307,600	-21.8
	8 Mos.	2,362,300	2,741,500	-13.8
VACUUM CLEANERS	Aug.	241,218	276,932	-12.9
	8 Mos.	2,070,024	2,448,188	-15.4
WASHER-DRYER Combinations	Aug.	11,840	9,995	+18.5
	8 Mos.	112,808	58,905	+91.5
WASHERS, Automatic & Semi	Aug.	246,728	278,983	-11.6
	8 Mos.	1,790,038	2,170,490	-17.5
WASHERS, Wringer & Spinner	Aug.	82,318	94,942	-13.3
	8 Mos.	578,405	768,421	-24.7
WATER HEATERS, Storage	Aug.	60,500	68,300	-11.4
	8 Mos.	517,200	617,300	-16.2

SOURCES: NEMA, AHLMA, VCMA, EIA (formerly RETMA)

Pay-TV: What's What?

The future of pay-television in the home appears on its way toward a tryout, but there are still some legal questions and a number of alternative systems

Subscription television is moving step-by-step through a maze of regulatory and legal controversy toward a widescale public tryout. But there is no clearcut indication so far as to when it will arrive or what it will mean to set and equipment makers.

No one of several systems of pay-TV now vying for national testing has been given a go-ahead by the Federal Communications Commission. It is still a good bet that more than one system will be tested in a number of areas. Another sure thing is that it will be many months or even years before pay-TV reaches significant commercial proportions.

After seven years of haggling within itself and with Congress, FCC finally came up with two key rulings this past summer:

First, it decided it has the legal authority to grant pay-TV testing on a national scale—a point bitterly disputed by opponents of the system.

Second, it decided to accept applications for testing by television stations. The next step is to lay down ground rules for such tests—what system or systems may be tried, over what channels at what times. The Commission staff is working on these rules this month.

Two Hitches. There are, however, two important hitches. One is that the ground rules may be released in tentative form as a sort of trial balloon. The other is that the Commission has qualified both its finding that it has jurisdiction and its willingness to accept applications. In any case, the agency has served notice that it will not

approve any test applications before next March, long after Congressional opponents of pay-TV will have had a chance to throw the whole question back in a procedural deep-freeze.

To further complicate the picture, one pay-TV system apparently doesn't come under FCC jurisdiction, at least not yet. This is a form of closed-circuit wired television sold to subscribers via telephone wire or underground cable; thus not coming under any legal definition of "broadcasting." This is the system being tried this summer in Bartlesville, Okla., where a motion picture chain is offering subscribers first run movies, older films, and news shows for \$9.50 per month (see ELECTRICAL MERCHANDISING, October, page 164).

The other systems of subscription television involve broadcasting over regular TV channels with an electronically scrambled signal which can be received only when decoded by a special device attached to the TV owner's set which works through IBM cards or ordinary silver coins. FCC has said this is "broadcasting" and thus subject to regulation.

The Proponents. Proponents of pay-TV number some big names, including Zenith Radio Corp., Skiatron Electronics & TV, Inc., and Paramount Pictures' International Telemeter, Inc., as well as the Video-Independent chain in Bartlesville.

The House Interstate and Foreign Commerce and Judiciary committees have already scheduled hearings on the legal issues involved in the coin-box or punch-card systems.

The Jerrold closed-circuit system, which Video-Independent is using in Bartlesville, meanwhile, requires no additional equipment as well as no "broadcast" regulation. Until one of the other systems gets a firm okay to go beyond the limited tests they already have run in several cities, they aren't revealing what kind of equipment they plan to push.

Impartial lawyers in Washington are saying it will be hard to stop some widespread tests of at least one of the pay-TV systems, though Congress could find a way if enough pressure were brought to bear. But there's no telling when and there's no saying what type of equipment will be involved until then.

Meanwhile, the Bartlesville experiment is reportedly having some troubles. Subscribers are slow in coming, while some of them are cancelling out after just a few weeks of trial.

1,000,001 Disposers



WASTE KING WINNER is plumbing contractor Willard J. Guy of Englewood, Colo., left, who was honored for selling company's 1,000,001st garbage disposer. This entitled Guy to a complete set of the firm's appliances—an automatic dishwasher, disposer, indoor incinerator, oven, and range. Making the presentation is Stanley S. Rudnick, right, regional sales manager.

Kelvinator: Built-In And Contemporary

Kelvinator division of American Motors Corp. will offer two lines of 1958-model refrigerators. The first line—the "Contemporary"—is in production and has been unveiled to the company's distributors. It includes eight free-standing units that will fit into traditional kitchens.

A second line—the "Stylemark"—will be in production in December. Indications are that it will feature the "built-in look" and will be aimed at that segment of the market that has accepted the new style trend.

According to Homer L. Travis, vice president in charge of Kelvinator sales, "Our own surveys indicate that better than seven out of ten potential refrigerator buyers still express preference for the contemporary free-standing look over the built-in look, although the acceptance of the new trend is slowly gaining." Thus the inclusion of a second Kelvinator line is attributed to a "common-sense approach to the realities of the appliance business today."

In addition to the new refrigerators, the company's new electric ranges include three 40-inch and three 30-inch models with top-end styling in every model.

Average distributor prices on ranges and refrigerators are up three to five percent. Retail prices are open for local decisions.

Marketing Consultants To Serve the West

A new marketing firm, Marketing Services, Inc., has been established in Scottsdale, Arizona, by

Harold B. Donley and Robert M. Oliver. Plans are underway to open branch offices in Denver, Los Angeles, and San Francisco in order to serve the 11-state western area more effectively.

Oliver brings to the firm 31 years of experience that includes positions with Westinghouse Electric, Landers, Frary & Clark, Proctor Electric Co., and Thomas A. Edison, Inc.

Donley has been active for 37 years with such firms as General Electric, Westinghouse, Carrier Corp., and, more recently, Bryant Mfg. Co.

SCHEDULED MEETINGS

ELECTRONIC INDUSTRIES ASSN. (RETMA)

Radio Fall Meeting
King Edward Hotel
Toronto, Ont.
November 11-13

NEMA

Traymore Hotel
Atlantic City, N. J.
November 11-15

AIR CONDITIONING & REFRIGERATION EXPOSITION

International Amphitheatre
Chicago, Ill.
November 18-21

WINTER MARKETS

Merchandise & Furniture Marts
Chicago, Ill.
January 6-17

NATIONAL HOUSEWARES & HOME APPLIANCE MFRS. EXHIBITS

Navy Pier & Drill Hall
Chicago, Ill.
January 16-23

NATIONAL ASSN. OF HOME BUILDERS

14th Annual Exposition
Conrad Hilton & Sherman Hotels
& Chicago Coliseum
Chicago, Ill.
January 19-23

WESTERN WINTER RADIO-TV & APPLIANCE MARKET

Western Merchandising Mart
San Francisco, Calif.
February 3-7

NATIONAL ELECTRICAL WEEK

February 9-15

NEW ENGLAND HOME SHOW

Mechanics Building
Boston, Mass.
February 13-19

14th ANNUAL NATIONAL WIRING PROMOTION CONFERENCE

Statler Hotel
Detroit, Mich.
February 20-21

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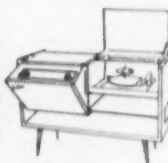
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NEW FACES IN NEW POSITIONS



C. E. MOLLHAGEN

Ironrite, Inc.—Charles E. Mollhagen has been elected president. Mollhagen had most recently served as executive vice-president.



A. B. DUMONT, JR.

Allen B. Du Mont Labs, Inc.—Allen B. Du Mont Jr., has been appointed manager of the television receiver division.



PARKER ERICKSEN



WILLIAM H. CHASE

Easy Laundry Appliances Div., Murray Corp. of America—Parker H. Ericksen, vice-president of Easy Laundry Appliances and of the Murray Corp., has been named general manager of the Easy Laundry Appliances Div. An additional executive appointee is William H. Chase, named director of merchandising for Easy.

Salem Clock Co.—W. F. O'Brien has been named sales manager for the company.



G. G. HURT

Norge Div., Borg-Warner Corp.—Gordon G. Hurt has been named national merchandising manager. John S. Wolfe and John A. Curley have been named eastern and southern divisional sales managers, respectively.



JOHN SEIPPEL

Whirlpool Corp.—John Seippel has been named sales and product training manager for RCA Whirlpool air conditioners. Virginia Van Nostrand has been appointed to the position of assistant home service director.

Youngstown Kitchens Div., American Standard—Harry F. Howell, who formerly held the title of sales manager has been named general manager of sales.

Permaglas Div., A. O. Smith Corp.—Hal Merkel has been named sales manager for heating and air conditioning products.



G. GEMBERLING

Alliance Manufacturing Co.—George Gemberling has been named sales manager for the consumer products division.

Stromberg Carlson—Richard W. Jones has joined the company as sales promotion manager for the special products division.

Sweden Freezer Mfg. Co.—Jack Reiter has been named central regional sales manager.

Emerson Radio & Phonograph Corp.—Ray Risher has been appointed district manager for the southwest with headquarters in Dallas, Tex.



J. A. RISHEL, JR.

Philco Corp.—John A. Rishel, Jr., has joined the corporation's appliance division as manager of the refrigerator-freezer division. Richard C. Connell has been named merchandise manager.



KENNETH O. RALPHS

York-Shipley, Inc.—Kenneth O. Ralphs has been appointed sales manager of the residential division.

Ben-Hur Mfg. Co.—Emil W. Stanton has been appointed sales manager.

Motorola, Inc.—James F. Haley has been named regional sales manager for New York City, Philadelphia, Newark and Atlantic City.

Jacobsen Mfg. Co.—Donald J. Strever has been appointed district sales manager for the Iowa-Nebraska area.

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editorial

LAURENCE WRAY Editor



Phony Obsolescence

THE appliance industry practice of bringing out new models every year, regardless of whether any basic product improvement is involved, has contributed largely to the chaotic conditions existing today. This constructive piece of criticism comes from no less an authority than Fred Maytag, president of the company bearing his name. Writing in *Tide* magazine, Mr. Maytag labels the annual model practice "artificial" or "psychological" obsolescence and points out that while such practices may have proven successful in the automotive and women's fashion fields, that far different conditions exist in the appliance industry.

"In the appliance industry," Mr. Maytag said, "the concept of artificial obsolescence has not, I believe, served to benefit any of the interested parties: the consumer, the dealer or the manufacturer. On the contrary, I'm convinced that this approach has resulted in customer confusion and uncertainty, has had a part in depressing the appliance market, and has helped create the unhealthy emphasis on price now plaguing all independent appliance dealers.

"At Maytag our product development division operates on the basic philosophy that model changes should represent significant improvement in product—not simply an annual face-lifting. We believe that progress involves change, but that change alone does not necessarily involve progress."

Mr. Maytag commented that appliances, especially home laundry equipment, unlike autos or women's fashions, are not frequently on public display; rather they are more or less permanently installed within the home—concealed from public view as part of the laundry room, basement, bathroom or kitchen. Another important consideration, he said, is that automatic laundry equipment is largely a product of the past decade—the automatic clothes dryer is even newer. "Therefore, the housewife is still concerned primarily with the utility and convenience of home laundry appliances. Since she does think along these lines, she is apt to be more annoyed than pleased at the transient quality of annual appliance models. She measures the life of a household appliance in a somewhat longer term of years than she applies to her clothes.

"An even more important difference between the automobile and appliance industries—perhaps a crucial one from the dealer's point of view—is the fact that there does not exist a ready market for the obsoleted wash-

ers and dryers which are traded in on new models. An automobile dealer may rely upon fairly rapid turn-over of his trade-ins to provide him with a substantial portion of his business income. It is profitable for him to encourage his customers to turn in last year's model for a new one. This condition definitely does not exist among appliance dealers. There is not a profitable market for a used 'last year's model'."

MR. MAYTAG goes on to detail the impact annual model changes for "face lifting" purpose alone have had on the consumer, the dealer, and the manufacturer. The consumer, he said, thinks of her home laundry equipment as useful and convenient tools which eliminate the drudgery of home laundering. She is willing to pay a fair price if she has confidence in the quality of the merchandise and the integrity of the dealer, but when confronted by a bewildering array of models which are identical except for superficial styling changes or when she is informed that one model is less expensive than another because it is "last year's model" she soon turns into a cynical bargain hunter. Over-emphasis on price did not originate with the customer, it was the result of nefarious merchandising practices growing out of attempts to create artificial obsolescence.

The independent dealer is actually the biggest loser, Mr. Maytag said. "In the practice of bringing out annual models, the merchandise currently in retail inventory is obsoleted, thus forcing dealers to sell their existing inventory at or near cost. The manufacturer's volume may be increased temporarily, but at the expense of adequate profit margins for the dealer. Often the dealer dares not take advantage of quantity discounts for fear of being 'stuck' with old models in inventory when the new ones are introduced. Thus, he sometimes buys only a few units at a time as he sells them, or even tries to sell from a catalog without a complete line on his floor. Obviously he can not do an effective job of merchandising without adequate stock."

"Further, frequent annual face-lifting requires constant retraining of the dealer's sales force on new and sometimes dubious sales features. It is difficult, I should think, to develop a convincing sales story on why this year's model is superior to last year's product. Many dealers no longer even try. They are too busy trying to unload last year's models at a price. This practice then tends to de-

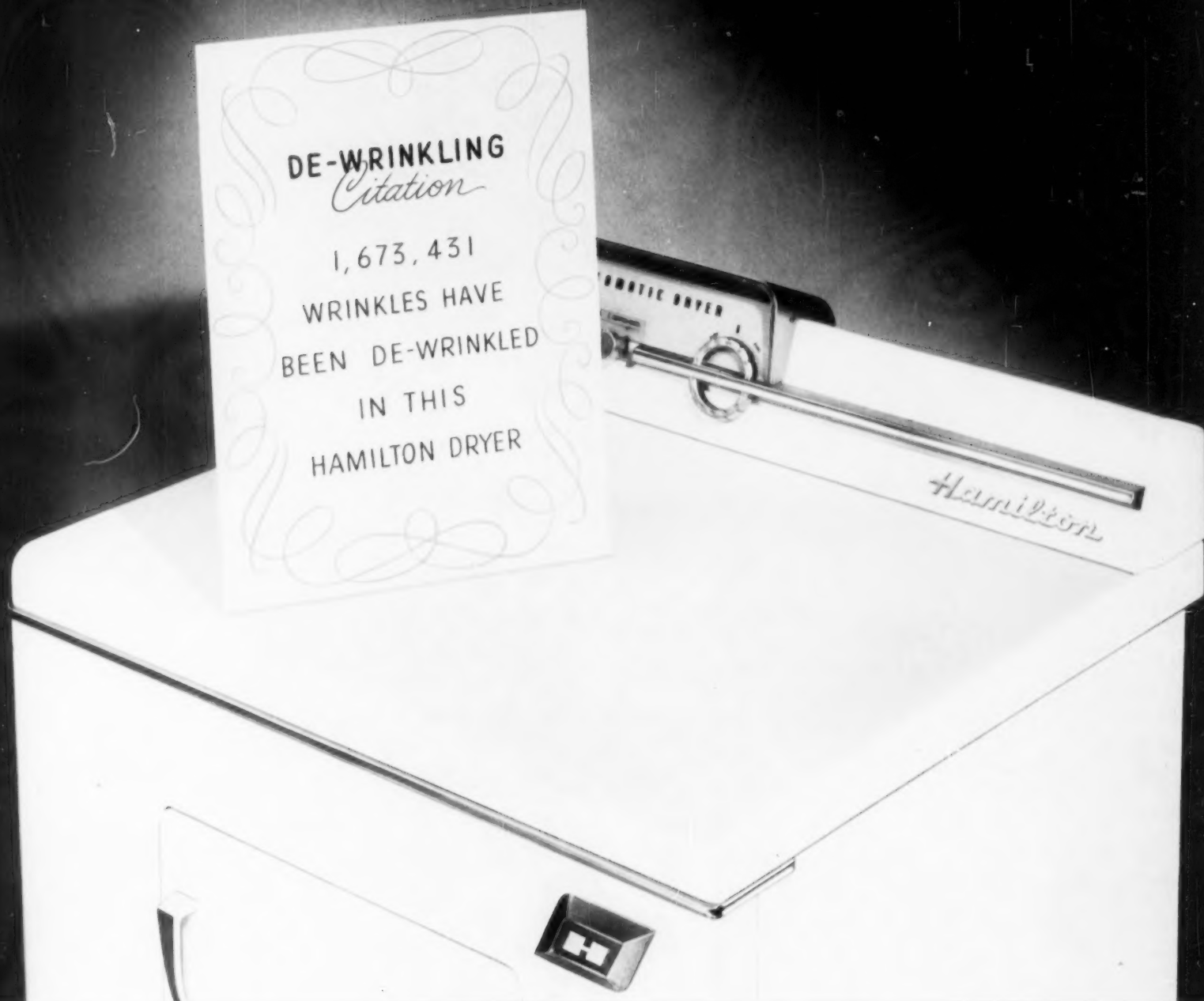
stroy the elements of creative salesmanship."

From the manufacturer's standpoint, artificial obsolescence means (1) that high tooling costs of annual model changes must either be absorbed by him or passed on to dealers and/or consumers in the form of higher prices (2) it aggravates the manufacturers inventory problem and encourages "dumping."

We think all this makes a lot of sense. Most of the manufacturers in our industry seem genuinely concerned about doing something concrete to restore some sort of integrity to the business. Considerable progress has been made, for instance, in cutting down on the number of models in manufacturer's lines; further progress has been made in reviewing the indiscriminate franchising of fringe element dealers who have contributed largely to the unrealistic price situation. Mr. Maytag's suggestion would seem to be another step in easing an industry burden at all levels. Nobody can argue that genuine product improvement is necessary to the continuing development of the appliance, radio, and television industries. Automatic defrosting in refrigerators, for instance, was a major product improvement; combination refrigerator-freezers filled a public demand; washers and dryers equipped with controls to handle new man-made "wash and wear" fabrics represent new advances and new selling ammunition for the dealer. Such product development must be a continuing process.

THERE is one other angle to "artificial obsolescence" that deserves note: The service angle. We are all aware that the demoralized state of appliance service throughout the country is having profound repercussions on the public acceptance of our products. Millions of dollars have been invested by manufacturers to create this acceptance for their brands. But the inability of customers to obtain reasonably prompt, efficient, and economical service is providing business with a black eye of mushrooming proportions. Constant annual model changes, involving design and construction differences, only tend to aggravate the service difficulties. When *Time* magazine, in a cover story etches the anguish of millions of householders who are unable to keep their expensive equipment in operating condition, it's about time that any proposal designed to alleviate this condition be given serious study.

We think that Mr. Maytag has made just such a proposal . . .



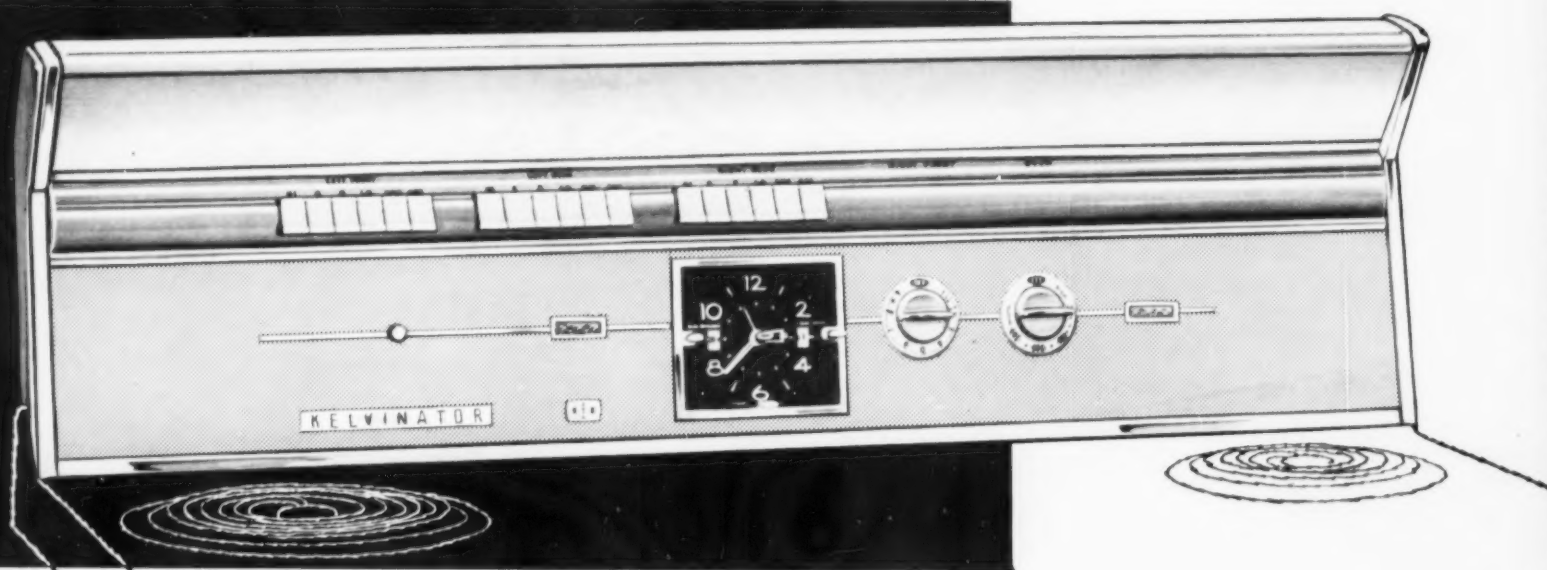
De-wrinkling—not exactly a new wrinkle at Hamilton. Much talk these days about the wondrous new de-wrinkling abilities of clothes dryers—and good talk it is. In fact, if a mild and slightly-smug voice can be heard over the din, we'd like to point out that Hamilton dryers have been de-wrinkler-equipped for many years now. (*At this morning's coffee-break the estimates of wrinkles we've de-wrinkled grew to staggering proportions!*) One more example of the years-ahead-ness you find lurking in a Hamilton dryer, and one we're delighted to explain. At just the proper moment in a Hamilton dryer cycle, heat stops . . . gentle tumbling continues through the cooling period . . . wrinkles are confounded and erased. Try *that* on your Hamilton-adorned sales floor. It's smooth, wrinkle-free sales magic.

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ing point, a potent attention getter on the sales floor. Nothing has been overlooked.

Yes, Kelvinator has taken the six models that sell the best, the models where eighty percent of the range business is done, and, by giving every model deluxe styling and deluxe feature treatment, made these models easier to sell . . . faster. These 3-40" models and 3-30" models bring the Kelvinator dealer maximum volume opportunity with the simplest floor inventory in the industry. For 1958 Kelvinator means business—more electric range business for Kelvinator dealers.

Kelvinator MEANS BUSINESS



GOOD BUSINESS FOR YOU!



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More For Americans



Live Better
Electrically